

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVIII. NEW YORK, MARCH 10, 1897.

No. 10.

170,147 THE PHILADELPHIA RECORD. 170,147

PHILADELPHIA, SUNDAY MORNING, JANUARY 12, 1897. THIRTY-FOURTH YEAR. PRICE TWO CENTS.

THE WEATHER
The weather is clear and bright, with a light breeze from the west. The temperature is in the 40s.

BOYS' AMUSEMENT
The boys' amusement is a very popular one, and is held every Sunday morning. It is a very good opportunity for the boys to get some exercise and to have some fun.

THE GREAT POWER TO CONVINCE
The great power to convince is a very important one, and is one that every man should have. It is a power that can be used for good or for evil, and it is one that every man should use for good.

THE GREAT POWER TO CONVINCE
The great power to convince is a very important one, and is one that every man should have. It is a power that can be used for good or for evil, and it is one that every man should use for good.

THE PHILADELPHIA RECORD BOOKS ARE OPEN TO ALL

Is an advertising medium which covers many states.

✦ YOUR MONEY'S WORTH IN THESE FIGURES ✦

Average circulation, DAILY EDITION
..... for 1896 :: **170,402.**

Average circulation, SUNDAY EDITION
..... for 1896 :: **124,234.**

YOU REACH FOLKS WHO ARE BUYERS. —

The Record * IS A FAMILY NEWSPAPER.

For Rates address
RECORD PUBLISHING CO.
917 CHESTNUT ST. PHILA.



THE ADVERTISING MAN

is a pretty important factor in any business. He is often country born and bred, and well knows that to reach the country people he must use the country paper. He knows his family and neighbors read the local paper, and will read it as long as they live in the country; and to reach them it must be used. He fully appreciates the fact that there is and can be no substitute. **IT IS THE LOCAL WEEKLY OR NOTHING.**

A million families reached weekly by the 1,600 local papers of the Atlantic Coast Lists.
New England, Middle States and Atlantic Slope covered.
Catalogue and estimates for the asking.

ATLANTIC COAST LISTS, 134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

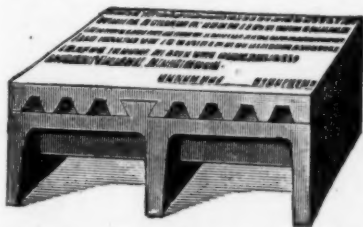
Vol. XVIII.

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No. 10.

SOME ECONOMICAL METHODS.

An advertiser who inserts his announcement in a large number of papers knows that the bill for postage or expressage on the electrotypes



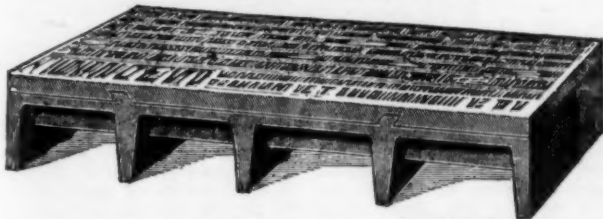
ADJUSTABLE PLATE AND BASE (single column).

which he sends out is apt to foot up to a very large figure each year. It costs about eight cents to mail a 6-inch electrotypé, and while this amount is not large in itself it becomes a burden in the aggregate.

Necessity is the mother of invention.

that is, metal bases to which the plates can be adjusted. To illustrate the working of the new method let us give a description of both the old and the new. Under the old regime, if Smith, the advertiser, wished to insert 52 different advertisements during the year in a certain paper, he mailed to that paper 52 electrotypes, each mounted on a wood or metal base. Under the new method he sends 52 plates and one base; each plate can be adjusted to the base when it is to be used. The postage on 51 bases is thus saved. In addition, the adjustable plates are lighter than ordinary electrotypes.

The manufacture of such plates and bases was apparently very profitable and developed considerable competition. The National Press Co., 83 Warren street, the American Press Association, 45 Park Place, and the A. N. Kellogg Newspaper Co., Chicago and New York, were the most prominent of those engaged in the business. It



ADJUSTABLE PLATE AND BASE (double column).

It occurred to some bright mind that if a method could be discovered by which the advertiser need not send mounted electrotypes, part of the problem at least would be solved. This resulted in the production of what are termed adjustable bases and plates;

will be noted that these three concerns are all engaged in the business of supplying ready-plate matter to newspapers, and that the manufacture of plates for advertising appears to be but a side line with them. The demand for the plates increased in pro-

portion as their merits became more widely known; with demand came competition, playing havoc with prices. In the beginning $1\frac{1}{2}$ cents per running inch for plates and 3 cents per running inch for bases seemed a satisfactory price, but eventually the price fell to one cent per running inch for plates, while one firm offered bases free. So keen did competition become that eventually a combination was formed between the three firms named. This combination is called the Advertising Plate Co. and has offices at 232 William street, New York. It denies being a trust, in support of its position quoting the fact that such bases and plates can be secured from two other concerns, viz.: E. B. Sheldon & Co., of New Haven, Conn., and Hanson Bros., of Philadelphia, Pa.

Another method of saving expense to advertisers has been inaugurated by the Advertising Plate Co. This consists in forwarding the order when received to the branch nearest the State where the plates are to be used. Thus, if an advertiser in New York should intend to use the plates ordered in the State of Illinois, the order would be forwarded by the company to the Chicago office, and the plates and bases would be delivered from that office to the newspapers designated by the advertiser. This saves the bulk of the express charges.

The use of these plates and bases is now general. They are adapted to every publication, whether it possesses a stereotyping outfit or not. An advertiser dealing, however, with large papers only can find a cheaper method—the papier mache matrix. This can be used only in newspapers possessing

stereotyping outfits, as yet an inconsiderable number.

To understand the use of a papier mache matrix, it is necessary to understand something of the stereotyping process. After the advertisement has been set, a sheet of wet papier mache is laid on top of the type; a heavy blanket is placed above that, and then heat and pressure are applied until an impression of every letter has been thoroughly conveyed to this material, or matrix, as it is now called. The matrix is allowed to harden, when liquid type metal is run into it, and a complete plate, ready for printing, is the

result. Modifications of these details prevail, but do not affect the principle of the process. It takes ten minutes to get a matrix. The idea occurred to some advertiser that, instead of going to the expense, time and trouble of furnishing papers with electro-types, he could send out matrices and let the publisher do the rest. The result is that the process is now being used to great advantage by wide-



A PAPIER MACHE MATRIX.

awake advertisers wherever it is available—that is to say, with newspapers having stereotyping outfits. The newspaper having no such outfit cannot use a matrix, but requires electrotypes. About ninety per cent of the newspapers cannot use the matrix, but the ten per cent that can have more circulation than the ninety per cent that cannot.

A six-inch single column matrix costs about three cents, and a cent to mail it anywhere in the United States. An electro of the same size, mounted on wood base, costs 15 cents to make and 8 cents in postage. An electro having a metal base costs about 28 cents and

12 cents for postage. It is said that Scott & Bowne assert they are saving \$4,000 a year in postage by the use of the papier mache matrix.

One advertiser recently had an experience with the Advertising Plate Co. which he relates as follows: Having had stereotypes and matrices made to his satisfaction, he decided to go ahead on a larger scale and gave orders for more. Thereupon a representative of the new Advertising Plate Co. called upon him and explained that the stereotype order was acceptable and O. K. but that the matrices would hereafter cost fully double the price formerly charged. "We have lost money on your orders for matrices and do not care to lose any more."

The new price demanded for the matrices being fully double the price formerly paid, the matter seemed to be worth looking into, and the advertiser found that the making of matrices was not controlled by the trust and he could be supplied elsewhere at less than half the price the trust demanded. On making known this condition of affairs he was frankly told: "Well, you have to have movable plates and bases as well as matrices. You can get the matrices elsewhere but you can get the plates and bases here and nowhere else. We want all your work, not part of it, and unless we can do all we will not do any."

Supposing the position taken by the new combination to be as here set forth, it would appear that this particular trust is to be conducted on a sort of dog in the manger principle, likely to develop dislike, if not competition.

When the manuscript of the advertiser's experience was shown to the representative of the Advertising Plate Co., he pronounced it a mass of inaccuracies. "His company," he said, "is not a trust. Its principal work is furnishing plate matter to the newspapers, and in that there is still as much competition as ever. The making of plates and bases is only a side issue, and such plates are also made by E. B. Sheldon & Co., of New Haven, Conn., and Hanson Bros., of Philadelphia." He said, however, that should an advertiser employ his company to make plates for use in a territory distant from New York and the East, to be delivered from one of the company's factories situated in the territory, with the view of saving express charges on the plates when delivered

to the papers which were to use them, and should give the order for plates to be used at the East to some lower-priced competitor, the Advertising Plate Co. would in that case consider itself justified in refusing the order for a part of the work, and in insisting upon doing the whole or none. The matter of making matrices, however, is so small a trade that the manager has decided to come down from his high horse, and his patrons may hereafter buy plates and bases of him and matrices where they choose.

It is not generally believed that the presence of Senator Lexow in the city at this time, and his searching investigation into the shortcomings of the sugar refiners, had anything to do with this broadening of view which has come to the manager of the Movable Base and Papier Matrix Trust.

A HUMOROUS WIFE-POSTER.

A copy of the old Connecticut *Courant*, of Hartford, forty-four years old, yields this legally advertised warning against trusting the advertiser's wife:

Julia, my wife, has grown quite rude—
She has left me in a lonesome mood,
She has left my board,
She has took my bed,
She gave away my meat and bread;
She has left in spite of friends and church,
She has carried with her all my shirts.

Now, ye who read this paper,
Since she cut this reckless caper,
I will not pay one single fraction
For any debts of her contraction.

LEVI ROCKWELL.

THE bargain counter finds itself rooted in human nature. "The love of getting things cheap," Mrs. Stowe once wrote, "is the infirmity of noble minds."—*New York Journal*.



A FIRM in Waxahachie, Texas, whose name is Crow Bros., utilize this picture as a trade-mark.

STEALING A MAN'S NAME.

There are more ways than one of stealing a man's good name, and conspicuous illustrations of a new way that is becoming popular may be found on half a dozen signs in this town. For instance, one victim is a man whose name is known all over this country in connection with an article that he sells. Every box of his goods is stamped with a reproduction of his signature that ends with a long flourish. A competitor has started in business on the same street, and according to his sign, his name differs from the original dealer only in the first letter. His method of advertising is the same, and he is probably reaping some of the benefit of the first man's fame. Another victim of this kind of imitation is a company that spends hundreds of thousands of dollars annually in advertising. Blank, Johnson & Co.—that is not the firm name, of course—have a rival in the business under the name of Black, John & Co. The latter firm has copied the former's trademark as closely as the law allows, and spends no money on advertising. The similarity in the firm names is its best stock in trade. There are other illustrations of similar thefts of firm names that just escape being liable to prosecution under the law by a change of a letter or a syllable.—*New York Sun*.

METROPOLITAN AMENITIES.

Siegel, Cooper & Co., New York, recently had a "Challenge Sale" in which they challenged other houses to compete with the prices advertised. The following effusion is one of several that the matter called forth from Hearn's:

CHALLENGE HASH.

RECIPE:

Take some Western Dry Goods,
Roll in with Windy Gush,
Stir in styles from Backwoods,
Mix with Banking Mush.
Add Canned Goods, Patent Medicines,
Hosiery, Palms and Lace,
Elephants and other things,
All in their proper place.
Some Barbers and some Pedicures,
Some Candy and some Hair,
Some false teeth and some codfish,
And foreign dainties rare.
Cover with a thin crust,
Of Braggadocio sublime,
Put it in the oven,
And take it out on time.
If you see it scorching,
Run, oh, quickly run,
It needs a constant watching—
It may be OVERDONE.

NEWSPAPER PUBLISHERS' ASSOCIATION.

ALBANY, Feb. 25.—The American Newspaper Publishers' Association was incorporated by the Secretary of State to-day with a capital of \$1,000. The association will provide a common agency for gathering and disseminating information of value to publishers of reputable newspapers to protect them from irresponsible customers, etc. The principal office will be in New York City. The Directors are: Charles N. Knapp, of St. Louis; J. A. Butler, of Buffalo; William Bryant and H. F. Gunnison, of Brooklyn; Frederick Driscoll, of St. Paul; W. N. Seif, of Pittsburgh; Milton A. McRae, of Cincinnati; Chas. H. Taylor, Jr., of Boston, and S. H. Kauffmann, of Washington, D. C.—*New York Sun*, Feb. 26, 1897.

TO BANISH BILLBOARDS.

Unightly billboards, which make miles of Chicago's streets resemble a country town billed for a circus, have seen their last days, if an ordinance drafted by Frank F. Holmes passes the council. The ordinance prohibits the building of any billboard on vacant property having a surface area of more than fifty square feet unless upon payment of a license of \$1 a square foot. It also provides for placing the proper size boards at least fifteen feet from the street line, and no two boards shall be less than five feet apart. The ordinance is to be presented at next council meeting, and it has received so much favorable comment from aldermen and others that it is expected to become a law.—*Chicago Post*.

AN IMPORTANT POINT.

A most important point for the prospective advertiser to settle is the amount of territory which he can work to advantage on the amount of money which he has in hand to spend in advertising. He cannot expect to make advertising pay when he has not organized his agents so as to supply demand promptly and perfectly. With a limited amount to spend and a limited amount of goods to supply outlying points, it is best and safest to work one locality after another, and the advertising for this style of work must be done in the local journal whose circulation is local and whose readers are largely buyers at one common center.—*Bulletin of American Medical Publishers' Ass'n*.

THE HEAVIEST CONTRIBUTOR.

The heaviest contributor to the expenses of the last presidential election was the United States government. The amount of campaign literature sent through the mails free under the "frank" of congressmen ought to have cost the senders \$10,000,000 for postage stamps. To this must be added at least \$5,000,000 as the cost of sending out matter from the various departments in response to campaign demands for information, making a total of about \$15,000,000 as the contribution of the government to the educational feature of the canvass.—*Western Rural*, Chicago, February 25.

RELIGIOUS PAPERS AND ADS.

The religious newspaper should bring into the home everything that is adapted to elevate, refine and purify the home life. It should exclude everything that would contaminate and degrade the home. The matter of introducing pure and reliable advertisements into religious journals is merely a matter of business. If the patrons prefer to pay a higher price for the paper and exclude advertisements, the publishers certainly have no objections.—*Presbyterian Messenger*.

AD SOLICITOR VS. AD MANAGER.

A writer in the Little Schoolmaster pays Mr. Rose, of Scott & Bowne, what seems to us a nice little compliment in his description of the various methods of different managers in disposing of their many callers. We have often wondered how Mr. Rose can keep three or four games running all the time and still apparently never lose the run of the cards.—*Bulletin of American Medical Publishers' Association*.

HOW CAN IT?

There is a paper called *Appeal To Reason* in Kansas City which does not insert advertisements.

My Client Laughed

A NUMBER of years ago I suggested to one of my clients that he place an advertisement for goods used exclusively by men in a paper supposed to be read exclusively by women. My client laughed at me. When he found that I was in earnest his laugh changed to something more serious. I argued the case with him, and partially to please me he followed my suggestion, much against his own judgment.



THE advertisement appeared; it continued in that *publication several consecutive years. The actual mail cash sales, coming directly from that advertisement, were two or three times as great, reckoning proportionate cost, than came from the same advertisement in any of the hundred papers my client was advertising in. Since then I have made these experiments many times, until I believe I have a right to claim that the experiment has passed into fact.—

NATHANIEL C. FOWLER, JR.

Doctor of Advertising

* The Ladies' Home Journal

MR. W. A. HUNGERFORD AND
THE "EVENING STAR" AD-
VERTISERS' BUREAU.

P. I.—The Washington *Star* Advertising Bureau was originally an enterprise of the *Evening Star* out of which you have since made a business of your own, as I understand it?

Mr. H.—Yes, a comparatively independent business. It is still under the general supervision of Mr. Noyes with its details, but he never interferes. Our accounts are independent, separate. We make our own charges, but for the sake of convenience they are put on the *Star* bills and credited to our account. An open account is run, salaries are charged against us and the account squared up at the end of the year. That is really the beginning and the end. We also do an independent advertising agency business. That, of course, does not go in the *Star's* account at all. We practically run an independent adwriting bureau and advertising agency.

P. I.—Just as much an advertising agency, I suppose, as any other and it was established, you say, four years ago?

Mr. H.—Six.

P. I.—And was the first adwriting bureau established, as I understand it. What paper was the first to follow the *Evening Star's* lead?

Mr. H.—The *Philadelphia Inquirer* came first, the *Baltimore News* next and now the *Baltimore American* has one.

P. I.—And the *Chicago News* and *Record*?

Mr. H.—Yes, that was established last fall. The *News* and *Record* people, however, do not give the name, you know, of any one connected with the bureau. They simply, in a general way, state that they prepare advertising.

P. I.—You say, Mr. Hungerford, that your bureau is a regular advertising agency. I suppose the *Chicago News Bureau* is not?

Mr. H.—Not to my knowledge.

P. I.—Yours is the only one?

Mr. H.—The only one of the adwriting bureaus that has a comparatively independent business beside.

P. I.—You think the *Star* people are better satisfied to-day with the adwriting bureau than they were the first six months?

Mr. H.—We have every reason to believe they are. Let me tell you one reason that our bureau has been so suc-

cessful. In the first place, we place ourselves in the position of the advertiser, and not of the paper. We expend the advertiser's money as if it were our own.

P. I.—That is a good point.

Mr. H.—We use the best mediums for those advertisers.

P. I.—The best mediums in Washington is what you mean?

Mr. H.—Yes, and we use space at our own discretion. For instance, in Washington the first and fifteenth of the month are Governmental pay days, and we naturally advise our patrons to enlarge their advertising at those times.

P. I.—So as to get the money while it is warm?

Mr. H.—Yes, while it is in circulation.

P. I.—Are you a solicitor for the *Star*?

Mr. H.—No, the *Star* has never employed solicitors. Our position is different. We aid the merchant. The solicitor is known to the advertiser as an employee of the paper and naturally looking out for the paper's interests first. We are, perhaps, considered by some as solicitors for the *Star*, but that does no harm, because there can be no two opinions about it being the best advertising medium.

P. I.—Does any one in Washington question that fact?

Mr. H.—Why, no!

P. I.—Do you always charge a man something for your services when you take charge of his advertising?

Mr. H.—Invariably. We never do any adwriting free.

P. I.—Do you charge a fixed amount weekly?

Mr. H.—We have a monthly charge, conditional on the amount of space and the amount of advertising to be done in a year.

P. I.—I know one man who paid you \$30 a month for the service. I suppose you get a good deal less from some persons?

Mr. H.—Smaller advertisers pay from \$7.50, \$10, \$12, \$15 and \$20 a month.

P. I.—Don't you have some as low as a dollar a month?

Mr. H.—No, our lowest charge is \$5 a month.

P. I.—I suppose that an advertiser really gets a good deal of service for the \$5.

Mr. H.—For that sum we would change his advertisement every other



Yours truly
Wm. A. Hingerford
Wash., D.C.

day, call on him every other day, even assist him in the selection of what goods to advertise from his stock and suggest store and window displays.

P. I.—During the six years that your bureau has been doing business the times have been growing duller, worse and worse. Have you been able

to make as good a showing of earnings in the sixth year as in the third?

Mr. H.—Our business has steadily increased. Every year has been better than the preceding one. Our force to-day numbers nine persons, the largest number we have ever employed.

P. I.—Do you think that all the papers that have started bureaus similar to yours have been benefited by them?

Mr. H.—I do, and I think every live daily can well afford to pick out some bright advertising man and put him in charge of a bureau like ours to work in connection with the paper.

P. I.—That is, furnish him with a little capital if he did not have it and practically set him up in business.

Mr. H.—That is right. There would be no real tax on the paper. Any bright advertising man would more than pay his own way from the beginning and increase the advertising patronage of the paper and consequently increase the net returns.

P. I.—In Chicago, for instance, do you think the man who conducts the bureau for the *News* could consistently advise a man about advertising in the other Chicago papers?

Mr. H.—I don't see why not.

P. I.—Do you not think the other papers would be jealous of him because of his more intimate connection with the *News*?

Mr. H.—Not necessarily, if the man is absolutely upright. We don't have that trouble in Washington. We place advertising with other papers.

P. I.—I don't think you report to Frank Noyes with any great amount of enthusiasm when you get a \$50 ad for another paper, do you?

Mr. H.—That rarely happens. Yet we are not required to report at all. The *Star* occupies a position in Wash-

ington that is not seen in any other city.


P. I.—But Mr. Noyes would hardly think it would pay an advertiser to place an ad in the *Times* at all, would he?

Mr. H.—We do place some advertising in the *Post* and the *Times* for advertisers who are not using the *Star*, but we have a great many more that use the *Star* and don't use any other paper.

THE PROPOSED "INVESTIGATION."

The proposition to inaugurate a legislative investigation of department stores in New York is amusing. The tendency to the consolidation of many branches of business under one management is undeniably great, and many logical arguments against it have been advanced, but what the legislature can accomplish by formally ascertaining what everybody already knows is past comprehension. The legislature has as much right to declare that an individual has no right to engage in any legitimate branch of business as to prohibit him from engaging in all branches of trade if he has the means and is so disposed. There can be no question that department stores diminish the sales and profits of merchants devoting attention exclusively to any of the lines sold in such stores, but it is equally true that every new store in any line in a less degree diminishes the sales and profits of those which existed before in the same line. Who shall say, however, that such new competition shall be prohibited by law?—*The Clothiers' and Haberdashers' Weekly*.

MANY an advertiser pays three thousand dollars for advertising space and three hundred cents for the stuff he puts in it.—*N. C. Fowler, Jr.*



A Natural Smile

Over artificial teeth—that's art—my art.
—I make plates on plans laid down by nature.—The result is surprising—natural—comfortable.—Moderate charges.—Call any time.

Dr. Schumacker, DENTIST.

214 Equitable Bldg.

THIS advertisement of a Denver dentist appears to make a point that should prove effective.

The best
of all
Newspapers
is ...



THE SUN

It is the
most valuable
advertising medium
in the universe



Address THE SUN, New York

SCHEMES FOR CHECKING RETURNED NEWSPAPERS.

The *Tribune* has examined the different devices which have been submitted, at least one hundred in number, for indicating whether a newspaper has been sold and read. They all show great ingenuity.

Twenty correspondents have proposed the fastening of adjoining leaves or the whole paper at the edges with a wire staple, rivet or other metal attachment. Special machinery would have to be built to make use of the idea. They would all require the tearing out of a part of the paper during the reading. Others have suggested the pasting of a gummed label or seal over the leaves of the paper. This, again, is practicable to a certain extent, particularly in presses which run at a slow speed. In a rapid press it is doubtful whether the idea could be utilized. And as for pasting together the whole edges of two adjoining leaves, one might as well let the paper remain uncut altogether; that would be the most perfect of sealing and canceling devices. The punching of a hole in the margin of the paper has been pro-

posed by a large number. All sorts of holes are suggested, the majority of them in artistic forms. The idea of the proponents is that two things will happen. First, if a paper is read, as it is, by all members of a family, it will be so crumpled that if any one attempts to fold it in its original form the edges of the punched-out hole will not thereafter correspond, which will indicate the facts of the case. Second, that the paper which is punched out and left hanging, like a tongue, will be torn off in reading, and the absence of the tongues of paper will tell the story. Many have proposed the pasting together of the leaves of the paper in two or three places. In reading, the paper must be torn apart where pasted, because no one could read the interior page unless he did so. This is a practical device. It has the disadvantage of tearing the margin of the papers, the disfigurement being greater or less, according to the haste with which the finger is thrust in.—*N. Y. Tribune.*

GOOD judgment in the selection of mediums is at the basis of successful advertising. Of a reputable agency it may be had free of charge.



A DAINTY EYE-ATTRACTOR.



OREGONIAN BUILDING IN 1853.

THE PACIFIC NORTH- WEST.

That Oregon was redeemed in the late presidential election is due to the Portland *Oregonian*, the great daily of the Pacific Northwest. The *Oregonian* is able and honest. It covers a great field. The Eastern advertiser who seeks the trade of the Pacific Northwest may safely expend half his advertising appropriation with the *Oregonian*. The other half may perhaps be divided among five or six other papers of importance. * * *

From Editorial, Printers' Ink.



OREGONIAN BUILDING IN 1896.

The Oregonian

DAILY, SUNDAY AND WEEKLY
EDITIONS.

ITS FIELD

	Population
PORTLAND (Official) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
Chicago.

NOTES.

Business, the Toronto (Can.) journal, calls itself "the PRINTERS' INK of Canada."

AN East Side shoe store displays this window sign: "Lined Ladies' Warm Shoes."

MR. C. H. EDDY has been appointed New York representative of the *Pittsburg Daily News*.

THE Trans-Mississippi and International Exposition will be held at Omaha, Neb., from June to November, 1897.

OF commercial interest in March magazines: "The Business of a Factory," *Scribner's*; "How to Reform Business Corporations," *North American Review*.

A GRAND STREET bookseller uses as a sign this excellent couplet:

"Empty your purse into your brain,
And that will fill your purse again."

A JERSEY CITY gent's furnishing store is using a sign in the window that reads:

"Our underwear is knit,
Our prices are fit,
Our competitors—nit."

HERE'S a pretty good thing from Brooklyn—good, because it is so execrably bad:

"A young man who had a bad cough
Was afraid it would carry him ough;
But he broke up the cold
With "Throat-Ease," we are told,
And now at its dangers he'll scough!"

MISS META VOLKMAN and Dr. Leonard Weber were married yesterday at 35 West Forty-eighth street by the Rev. Charles H. Eaton, pastor of the Church of the Divine Paternity. Miss Volkman for many years was at the head of an advertising agency. Dr. Weber is a professor at the Postgraduate Hospital and the president and one of the founders of St. Mark's Hospital.—*N. Y. Times*.

ALBANY, Feb. 25.—Senator Guy to-day introduced in the Senate a bill which is designed to suppress unfair competition by advertising and other means. The bill is entitled, "An act to regulate the sale of merchandise, and prevent misleading and dishonest representations in connection therewith." It makes it a misdemeanor for any firm or person to make false and misleading statements concerning its own or a rival business, in advertisements in newspapers, periodicals, or by means of any widely disseminated communications.—*N. Y. Evening Sun*.

IN THE WINDY CITY.

CHICAGO, Feb. 27, 1897.

Editor of PRINTERS' INK:

The department stores here are reported as having organized to fight the increasing number of associations, the members of which are pledged to use all legitimate means to overthrow the department stores. A real estate agency offers to give five dollars towards defraying the moving expenses of those who will remove to their houses. A tailor exhibits cabinet photographs of Maceo, Garcia and Gomez in his window to appreciative passers-by. A saloon, with a watering trough in front, displays the sign, "Water your horses, but don't forget yourself." The opera, "The Mandarin," playing here, is being advertised by buttons. Some business men bribe the elevator boy to carelessly stick their cards in the elevator, where they may be seen by all who ride. An oculist advertises by a huge mechanically-winking eye in his office window.

C. E. SEVERN.

THINKS IT STRIKING.

NEW YORK, Feb. 25, 1897.

Editor of PRINTERS' INK:

I clip the inclosed from a recent number of the *Iron Age*, New York. I think it a striking



—think it may be worth your while to turn to this space in the "Iron Age" of last week.

am certain that it would pay you to act upon the suggestion that will be found in the same space next week.

ing illustrated ad in its capacity to catch the eye.

JEFFERSON WETZLER.

HOW PUBLIC OPINION IS SOUNDED.

NEW YORK, Feb. 28, 1897.

Editor of PRINTERS' INK:

It was suggested to President-elect McKinley by Mr. H. H. Kohlsaat, of Chicago, that Lyman J. Gage would be most acceptable to the public as Secretary of the Treasury. How to get "public opinion" is well known to all public men in this day and generation, and perhaps we are giving away a State secret when we divulge the modus operandi, but it is very simple. First, a rumor, a hint, is dropped that Lyman J. Gage is slated. The press associations give out the rumor for what it is worth, and the papers receiving the service editorially approve or disapprove, as the case may be, and the press clipper clips and forwards the editorials, which make public opinion. A. B. C.

LISTERINE.

NEW YORK, March 4, 1897.

Editor of PRINTERS' INK:

Referring to your article on getting the physicians' influence, I would say that Listerine is an article that has probably never been advertised in other than medical publications, yet it is widely known to-day among the public.

JAS. MEANS.

THE NEWSPAPER IN ADVERTISING.

The newspaper is a necessity to success in advertising. Its peculiar field can never be entered by any other class of publications, and, therefore, it possesses qualities as a medium which can never be wrested from it. There is scarcely a family in the land into whose home a newspaper of some description does not find its way. The members of that family may never look inside the covers of a magazine, but they experience a sensation of loss if their newspaper fails to reach them.

—Profitable Advertising.

Characteristic

There are sixteen hundred newsdealers in New York. They all report gains in the sales of **The New York Times**. This is a specimen of the kind of reports nearly all of them make :

THE NEW YORK TIMES went with a rush Sunday. I sold every copy I could get. I will have to increase my order for the Daily again to-morrow. I do not know how many times I have done so since the new management has been in charge, but I know it was a good many times. I was taking only thirty to thirty-five copies of THE TIMES this time last year, now I am taking about one hundred copies. The highest I ever before took since I have been in business was fifty-five to sixty and that was a good many years ago. .

D. CALLAHAN,

Newsdealer, cor. Columbus Ave. and 84th St.

February 26, 1897.

The New York Times

"All the News That's Fit to Print."

OUR POST-OFFICE.

The practice of the Post-Office Department is to take two publications and rule one out and the other in, and no man can tell why one was ruled out and the other ruled in, said Congressman William M. Springer, of Illinois, in the House Committee of the Whole, April 6, 1894.

It has been demonstrated that it is futile for a citizen to apply to the Post-Office Department for such information as will enable him to conduct his business operations in conformity to the law, the practice in such cases being to decline to convey any information.—*Congressman Amos J. Cummings, Member of Congress from New York and the First Editor of the New York Evening Sun.*

The law with regard to second-class matter is being construed by the Post-Office Department, not in a liberal, but in a narrow way. The Department is on record as desiring to contract the present legal rights of publishers by the repeal of certain laws now existing in their favor, and it has repeatedly made decisions which are, to my mind, in contravention of existing law.—*Lemuel E. Quigg, Member of Congress from New York and formerly Editor of the N. Y. Press.*

There is no accounting for the ways and means by which the third assistant postmaster-general arrives at some of his decisions regarding the admission of publications for transmission through the mails at second-class rates. *Business Pointers* has been denied second-class privileges. In a letter to Postmaster Holden, the third assistant postmaster-general writes, under date of February 6:

"The *Business Pointers*, published at your place, has been decided, after consideration of the application and papers submitted by the publishers, to be not entitled to admission into the mails at second-class rates of postage, under the provision of paragraph 4, section 277, Postal Laws and Regulations."

Paragraph 4, of section 277, referred to, reads:

"It must be originated and published for the dissemination of information of a public character . . . and having a legitimate list of subscribers. Provided, however, that nothing herein contained shall be so construed as to admit to the second-class rate publications designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates."

There is nothing in this paragraph that should bar *Business Pointers* from enjoying second-class privileges. It is not published "primarily for advertising purposes," in the sense meant in the paragraph. It is not designed for free circulation, nor for a circulation at nominal rates. I do not see just the point the third assistant is endeavoring to make. Under the decision we feel obliged to increase the subscription rates to \$1.25 a year, 65 cents for six months, until such time as the post-office department is brought to reconsider its unjust discrimination against *Business Pointers*.—*Business Pointers, Yonkers, N. Y.*

It is a curious comment upon the postal laws and the methods of administering them that Mr. Craig, who has now been Third Assistant Postmaster-General for nearly four years, would not be able, were they brought before him, to discriminate publications which he has admitted to the mails as second-

class matter from those which he has excluded. And yet Mr. Craig has been a considerable improvement upon his predecessor, Mr. Hazen, and the management of the Post-Office generally has been better under the Cleveland than it was under the Harrison administration. There is, however, still room for improvement.

REFORM (?) PUBLICATIONS.

SOUTH BUTLER, Feb. 25, 1897.

Editor of PRINTERS' INK:

Will you kindly inform me as to the circulation of the *Journal of the Knights of Labor*, *National Single Taxer*, *Silver Knight Watchman*, *Union Signal*, *New Era*, *Commonwealth* and *Star*, of San Francisco. I desire to know the best papers through which to reach the reform workers of the United States—in all lines—and have been told that you would give me the desired information.

Yours truly,

H. E. ORCUTT.

The circulation of the papers referred to, according to the American Newspaper Directory, may be stated as follows:

Journal of the Knights of Labor, Philadelphia, Pa., reported as C (exceeding 20,000 copies per issue) in 1891, E (exceeding 12,500) in 1895.

National Single Taxer, Minneapolis, Minn., 3,000 copies per issue in 1895.

Silver Knight and National Watchman, Washington, D. C., 20,000 copies per issue in 1893.

Union Signal, Chicago, Ill., A (exceeding 75,000 copies per issue) in 1891, and C (exceeding 20,000) in 1895.

The *Commonwealth*, Boston, is dead; the *Commonwealth*, New York City, will be reported in 1897 Directory J K L (which means not exceeding 1,000).

Star, San Francisco, Cal., 6,000 copies per issue for two years.

Other papers that reach "reformers," that is, people with special social panaceas, are the *Arena*, of Boston; the *Twentieth Century*, of New York City; the *American Fabian*, Boston; the *Socialist*, San Francisco; the *People*, New York; *Liberty*, New York; *Freiheit*, New York, and the *Rebel*, Boston. Most of these go to anarchists and socialists, and have small circulations.

THE Cycle Show, recently closed in New York, was a tremendous success. It was always overcrowded. Query: How many bicycles did it sell?



51,000



THE San Francisco CALL

is a
Daily
Morning

Newspaper published for and supported by
the better elements of society.

THE CALL is the champion of clean
Pacific Coast Journalism.

Advertising patronage greater than that
of any San Francisco paper.

CIRCULATION
EXCEEDED

51,000

DAILY,
DURING 1896

CHARLES M. SHORTRIDGE,
Editor and Publisher.

For Advertising Rates address

D. M. FOLTZ, Eastern Manager,

51,000

34 Park Row,
New York,

51,000



A Great Deal Depends. . . .

There are no sure certainties in advertising.
Too much depends.

Half the burden is the medium.

The other half is the advertisement and the
goods advertised.

One half—the medium half—is a certainty.

If the advertiser's half is equally certain,
there can't possibly be any doubt that
the lists of the Chicago Newspaper Union
will pay.

They are certain to reach the following classes :
The substantial, prosperous, progressive
people in the Middle West.

People who buy good things to eat.

People who wear good clothes and shoes.

People who are indulgent to their children.

People who buy anything that has merit.

Our half is set forth fully in a catalogue.

Ask us for one.

Address,

**CHICAGO
NEWSPAPER
UNION**

10 Spruce St., New York, N. Y.
and 87-93 S. Jefferson St., Chicago.



CARRIES IT IN HIS POCKET.

Ambrose Butler is not only one of the most persistently active members of the association, but the practical founder of the organization. Ambrose Butler does not boast. He does not need to. His formation of the great publishers' association is a matter of common knowledge.—*The Fourth Estate*, February 25, 1897.

CIRCULATION STATEMENTS.

SOME POSSIBLE ADVANTAGES OF THE HAND STAMP OVER A SIGNATURE WITH THE PEN.

One reason why the publishers of the American Newspaper Directory have decided to suspend their practice of guaranteeing the accuracy of newspaper circulations, when based on a publisher's statement, is the very great difficulty they have in obtaining publishers' statements which can be verified. The publishers of papers asserted to be of the most importance are careless about this matter to a remarkable degree, so careless in fact that it sometimes almost appears a sort of CAREFULNESS. Here is a case in point: A paper claiming a large daily issue and sustaining its claim by a

would doubtless say that he sent it and that it ought to be satisfactory. In this particular case one of the editors of the American Newspaper Directory personally called Mr. Butler's attention to the peculiar way of attaching his signature, and Mr. Butler promised to call at the office of the Directory and sign the statement with a pen—but he never did. It was noted also that Mr. Butler was conspicuous among the ninety members of the American Newspaper Publishers' Association who voted to reconsider the conference granted to the editor of the Directory. It is further to be noted that over the hand stamp signature Mr. Butler claims 65,000 daily issue, while the statement made in detail failed to foot up so many as that.

NOTE: This article upon the subject of circulation statements, illustrating how difficult it is to obtain them even from the publishers of the supposed to be greatest papers, is reproduced this week for two purposes:

First: To emphasize the original point.

Second: To acknowledge that since its appearance in PRINTERS' INK Mr. Butler has braced up and taken the risk of signing the statement with a pen—thus releasing the office cat from any further responsibility for the hand stamp signature, "per G."

BUFFALO EVENING NEWS.

Buffalo Evening News

BUFFALO, N. Y. Feb., 1897.

RECEIVED

FEB 17 1897

GEORGE P. HUNELL & CO.

American Newspaper Directory,

New York City.

Gentlemen:—

Inclosed you will please find two copies of the tabulated statement, showing the circulation of the Buffalo Evening News for the year 1896.

Yours respectfully,

J. P. Butler

Business Manager,
Per G.

typewritten communication signed with a hand stamp, bearing the name of the publisher, but not purporting to be affixed by the publisher himself, but "per G." There is nothing about it to show who "G" may be, neither is there anything to prove that even "G"—whoever he may be—affixed the stamp. So far as the publishers of the Directory know, the stamp may have been affixed by the office cat. The report which accompanied this communication is probably true, but no matter how false any one should prove it to be, it would not be possible to hold Mr. Butler responsible for its falsity, because he has successfully avoided conveying any evidence that he ever saw the communication, and yet he

IN MICHIGAN.

LAPEER, C. H., *Lapeer Co.* □ 2,753⁺ pop., on Chicago & Grand Trunk and Michigan Central Rds., 46 m. W. of Port Huron and 60 N. by N. W. of Detroit. Agriculture.

CLARION, Fridays; republican; eight pages 18324; subscription \$1; established 1866; E. T. Woodruff, editor and publisher; circulation, accorded 2,714 in 1895. *Actual average during 1896, 2,763.*

Advertisement.—This paper is credited with a higher circulation rating than any other issued in Lapeer County, and the accuracy of its rating is guaranteed by the publishers of this Directory, who will pay a reward of \$100 to the first person who proves that its issues were not as stated.

LAPEER CO. DEMOCRAT; Wednesday; democratic; eight pages 15322; subscription \$1; established 1840; H. C. Kuhn, editor and publisher; circulation, accorded 4,273 in 1895. *Actual average during 1896, 4,487.*

The Editor of the American Newspaper Directory recently sent to the papers of Lapeer, Mich., a proof of that portion of the Directory for 1897 in which the papers of Lapeer were described. On receipt of this, one of the Lapeer publishers communicated with the editor of the Directory as follows:

Office of "THE CLARION."

LAPEER, Mich., Feb. 27, 1897.

Editor American Newspaper Directory:—
DEAR SIR:—Regarding your favor and inclosed proof will say that my own quotation is strictly truthful and the advertisement satisfactory. It is to be deplored, however, that a man can be found so unscrupulous as

to make affidavit to such colossal misrepresentation that people at home guy and quote him as a synonym of what is false and unreliable. I suppose if affidavit is made to you, you feel that you have no alternative but to accept it, but it does seem too bad that a premium should thus be put on untruthfulness, abroad, to the detriment of one who is conscientious in all his statements, whether sworn to or not. The weight of paper and everything else shows beyond the peradventure of a doubt the quantity issued. One of the boys in the office remarked a few days since that they are printing a bundle and a half weekly, not saying it with any intention of disparaging, but to convey impression that the output is of commendable size—about 1,500. We print nearly three bundles weekly. However, if you wish to run advertisement for me, as it is, charging \$10, payable in future advertising, I guess you may do so.

Yours truly,

E. T. WOODRUFF.

It is evident, says the Editor of the Directory, that Mr. Woodruff, although doubtless an excellent man, is somewhat in the habit of jumping at conclusions himself. For instance, he deploras that any one could be found so unscrupulous as to make an affidavit to what he calls such colossal misrepresentation as that put forth by his home competitor. He goes on to suppose, however, that, if an affidavit has been made, the publishers of the Directory have no alternative but to accept it. Mr. Woodruff must be aware that the publishers of the Directory never ask for affidavits and never care for them. What they do want is a statement signed with a pen and dated, and such a statement they have already from Mr. Woodruff, and another from Mr. Kudner as well. Under the circumstances, the editor of the Directory decided that he would not insert Mr. Woodruff's advertisement, because he could not consent to take his pay for it in future advertising, but must have the cold cash for it if it goes in. Another reason he had for rejecting the advertisement is the fact that the advertisement itself is not true. The publisher of the Directory will not, in the 1897 issue, guarantee the accuracy of any circulation statement, whether based on publisher's statement or not.

This matter of guaranteeing the accuracy of a publisher's statement has become an important one, and the publishers of the Directory have already paid out some three thousand dollars in rewards of one hundred dollars each for detected inaccuracies plainly made and intended to deceive, every one having been proved to be a lie—pure and simple. Since the publishers of the Directory commenced this system, some seven or eight years ago,

the advertising patronage accorded to their book has fallen off, so that it is now less than one-tenth what it used to be, thus showing that newspaper publishers will not countenance any attempt of a directory publisher to hold them to account for inaccuracies, even when the directory publisher pays the reward out of his own pocket.

This case of the Lapeer papers and Mr. Woodruff's letter were brought to the attention of Mr. W. H. Brearley, who is well known to newspaper men and advertisers as the founder of the American Newspaper Publishers' Association. Mr. Brearley did not claim to know the merits of the conflicting claims of the Lapeer papers, but he does know Mr. Woodruff, and his impressions are that what Mr. Woodruff writes is stated in good faith. The following conversation ensued:

Printers' Ink. Mr. Brearley, does such a condition of affairs as this, to your knowledge, frequently exist in Michigan, where one publisher has twice the circulation of the other, and the one with the smaller circulation claims twice as much as its more successful rival?

Mr. Brearley. I have known of a good many cases where each paper claimed to have a much superior circulation to its rival.

P. I. And in such cases the claim put up by one must be true and that put up by the other must be false?

Mr. B. Certainly.

P. I. The one who puts forth the true claim suffers more or less, probably, from the false claim?

Mr. B. Certainly.

P. I. Has he any remedy?

Mr. B. The usual remedy is for the publisher who is injured to state to advertisers personally and sometimes through the columns of his paper what he knows and believes to be true concerning the comparative circulations, and in proportion as he has the confidence of the men he talks with his statements will have weight.

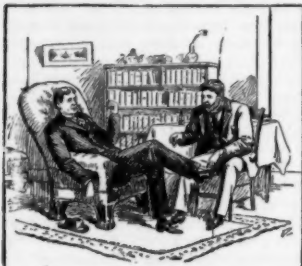
P. I. But where he is not known the false statement of his rival is just as good as his?

Mr. B. Frequently.

P. I. And with outsiders who do not know either of them, the man who suffers from the lying statement put out by his competitor is powerless to help himself?

Mr. B. Yes.

A NARROW ESCAPE.



A member of the American Newspaper Publishers' Association, who has his circulation statements signed with a hand stamp (John Smith, Publisher, per X), which can be affixed by the office boy, and who had voted against allowing the conference asked for by the editor of the American Newspaper Directory, at the recent annual meeting of the Association in New York, came into the office of the Directory afterwards and asked the editor: "What did you want to say to us at the conference anyway?" And the editor replied: "I wanted to submit five questions to your Association." "What were they?" said the newspaper man. "I wished to ask," said the editor of the Directory, "whether the members of the A. N. P. A. were of the opinion that an advertiser is entitled to know the circulation of a paper in which he intends placing an advertisement."

"Next I wished to ask: Do you think there is any better way of making known the circulation of a paper than to exhibit a statement of what its issues have been in the past?"

"Next: Can any more satisfactory statement be made for use in a newspaper directory, which is referred to for ascertaining the comparative circulations of all the papers, than one covering actual issues for the preceding calendar year?"

"My next question was to be this: Should a circulation statement be authenticated by the signature of some person connected with the paper, competent to convey the information, and who has a right to convey it? And, last, I wished to ask should such a statement also show the date of affixing the signature?"

"That is just about what we were

afraid of," said the member of the A. N. P. A. "We should have had to answer yes to the first, fourth and fifth of those questions, and no to the second and third, if we answered at all; and if we answered in that way we could afterwards find no fault with the Directory, because those five answers would be an approval of the whole Directory plan."

"Mr. O'Meara and the other Boston members who induced you to reconsider after you had voted the conference got you out of a hole—didn't they?"

"I think they did."

"As the matter stands now you are not in a hole—are you?"

"N—no! It—well—I guess—damn the Directory anyhow!"

THE ONLY RATIONAL VIEW.

The agitation against the great city "department stores," which are driving the small traders out of business, has culminated in Chicago in a largely-attended meeting of these storekeepers, and the formation of a "Chicago Federation of Business Men," whose purpose is "to use all honorable means in doing away with the evils of department stores by agitation, education and legislation." There is no question of the very serious nature of the problem against which this movement is directed. This centering of many departments of trade into one huge store, with the consequent economy and low prices, combined with rapid transit, is crushing out the small dealers, and consequently lowering rents and land values. The department store, however, is only one feature of the great phenomenon of centralization in trade. It furnishes a problem in no way different from that of the great cities swallowing up the trade of small towns, the great implement factory driving out the smaller local wagon maker, the immense stockyards taking away the employment of the local butcher, and so on through every department of trade.—*The Advance*.

YEARS AGO.

Years ago manufacturers of bicycles advertised only with the opening of the selling season, and discontinued their advertising with the first cold weather breeze. Experience taught them that this was not the way, because if people did not buy bicycles all the time, they thought about buying them all the time, and were liable to forget the advertiser if the advertiser gave them an opportunity to forget him.—*Minneapolis Journal*.

THE LONG AND THE SHORT OF IT.

TWO WESTERN MEMBERS OF THE A. N. P. A. (ONE AN ABSENTEE) DISCUSS THE WISDOM OF THE POLICY PURSUED AT THE ANNUAL CONVENTION UNDER THE LEADERSHIP OF THE BOSTON "JOURNAL" MAN.

I don't quite see why you fellows didn't give the editor of the American Newspaper Directory the hearing he asked for at the Hoffman House meeting in February.



Why should we give him a hearing?

We always claim that we would be glad to have circulations published if they could be told truly, and the Directory has been getting a little closer to facts every year. The editor wanted suggestions from the strongest existing association of newspaper publishers. Perhaps he thought the members might point out some way that the Association would agree upon as likely to make the book still better, and you declined to grant the interview.

Why should we help an outside enterprise? Our meetings are for the advancement of our own interests, and not to help outsiders.

But is not the correct and impartial setting forth of newspaper circulations

for inspection and comparison by advertisers about the most important matter with which we as publishers have to deal?

Yes.

Then why not grant the conference asked for?

But there are other directories—forty of them—maybe a hundred. The woods are full of them.

Which is the best one?

They are all bad.

Which is the worst?

Rowell's book is the one that I have pulled on me oftenest.

I sometimes think that the others are all compiled from Rowell's.

They all are, except Ayer's.

Then, if Rowell's American Newspaper Directory and Ayer's Newspaper Annual could be made to tell the truth about circulations, it would be about as good a piece of work as one of our annual conventions could do, would it not?

No, it would not. It would be the worst thing it could do—*positively*.

How so?

What do we want to have our circulations told for? Can't we tell them ourselves? Rowell is too particular. He puts Rosewater, of Omaha, in a list of detected circulation prevaricators, because his son-in-law, Feil, happened to sign a statement that was a thousand copies or so above the truth. Then, again, last week he complained in PRINTERS' INK about Ambrose Butler because he signed his circulation statement with a hand-stamp and claimed an edition on his letter-head that was four thousand more than his statement showed. That is being a little too exact, I think.

I wonder if it would not have been well for the convention to have had the Directory man before them and instructed him that a mistake of one thousand or of four thousand, made at offices like those of the Omaha *Bee* or the Buffalo *News*, ought not to be set down against them.

Don't you see that would make us ridiculous? If we gave any advice we should have to advise one standard for all, and that is just the rule the Directory editor follows now, and is what our members will not put up with.

Why?

It won't do.

Why won't it do?

It is all right when your circulation is growing and the other fellow's is

not; but when his is going up and yours is going down, you know you can't talk about figures. It's character, not circulation, that advertisers want then.

HOW THE WORK IS DIVIDED.

Much interesting data about the occupations of the American people is given in a bulletin of the eleventh census just furnished to the press. It shows that the total number of people engaged in occupations of all kinds in in 1890 was 22,735,661. This is an increase of over 5,000,000 working people in a decade. The whole number of working people consists of those 10 years old or over and make up over 36 per cent of the entire population and almost 47 per cent of all persons 10 years old and over. Of the whole number of working people the females form 17.22 per cent. Divided by classes the working people of the country are as follows: Agriculture, fisheries and mining, 9,031,336; professional, 944,333; domestic and personal service, 4,360,577; trade and transportation, 326,122; manufacturing and mechanical industries, 5,091,293. The domestic and personal service includes hotel keepers, soldiers, sailors and marines, laborers, detectives, etc.

Over 59 per cent of the workmen are married, over 37 per cent single, over 3 per cent widowed, and one-quarter of 1 per cent divorced. Of all foreign whites at work 14 per cent of the males and 13 per cent of the females cannot speak English.

In manufactures and mechanics the carpenters and joiners, numbering 611,182, make up the greatest element, with dressmakers and milliners following with 499,690. There are a little over 1,000,000 bookkeepers, clerks, salesmen, 690,658 merchants and dealers, 5,281,557 farmers, planters and overseers, and 3,004,061 agricultural laborers, 349,592 miners, and only a little over 60,000 fishermen and oystermen. Professors and teachers aggregating 347,344 form the most numerous of the professional classes. Physicians and surgeons, 104,805, come next, then lawyers 89,630; clergymen, 88,203; government officials, 70,664; musicians, etc., 62,155; engineers and surveyors, 43,239; artists and art teachers, 22,496; journalists, 21,849, and actors, 9,728.—*The Money Maker, Chicago.*

BIG ADS IN LITTLE SPACES.

By John Chester.

There are a great many errors committed under the plea of economy, and one of the worst is to try to get a six-inch ad into a three-inch space. The mistake is all the more glaring when the ad, or part of it, is a reduced cut containing reading matter. Some people have a drawing made to fit a double-column space. The lettering on the drawing is proportionate enough in the original, but when reduced to fit a single-column space, the letters are scarcely readable. The advertiser thinks to save the cost of another sketch, but it is false economy. The squeezed and cramped appearance of the reduced ad makes it look insignificant when printed, and the result is that it fails to attract attention. The same mistake is often made with type. If you have a long story to tell, you should take room enough to tell it—nothing looks worse than an overcrowded ad. A lot of solid small type is uninviting to the average reader nowadays. A three-inch ad in pearl looks larger than a six-inch ad in brevier, although the same matter may be in each. It is the appearance of an ad that invites attention first, hence you can't give too much care to it. Moreover, overcrowded space suggests meanness rather than economy. The reader naturally says, "Why didn't he use bigger and more readable type, and take more space?" People don't like to use a microscope when reading advertisements, and good eye-sight is far from being a universal possession.

Proper display is impossible with a lot of matter for a small space, and without good display you can't attract much attention. Better sacrifice half the matter or increase the space in order to get room for display, than overcrowd the ad, and thus spoil it. The chances of an ad being read depend considerably on the size of the type used. I believe nine people out of ten shun the long, small type ad—too trying to both eyes and patience. Any appearance of overcrowding should be carefully avoided. The "boiling down" process, properly applied, will be the best way out of the difficulty, but if this has been already done as far as is practicable, there is nothing for it but to increase the space if the ad is intended to be successful. Nothing but failure can be expected from big ads in little spaces.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

Editor of PRINTERS' INK:

Would the inclosed be any suggestion as an advertisement? If so, let us hear from you in comments, either in letter or in your valuable paper. Yours truly,

J. E. SUTTON.

Mr. Sutton's ad has as a border a maze in which is printed, "In busy times customers come without asking. In dull times you must ask them by advertising. By one insertion in the *Daily Reporter* you will reach more families than by an ad in both the other dailies combined. Other merchants find it so, why not you? A word to the wise, etc." The body of the ad is as follows:

A POPULAR MEDIUM.

January is the month to test advertising columns, and the *Reporter* leads with seventy inches. Advertisers should stick a pin here.

January is the slowest month in the year for advertising. The columns of the ordinary newspaper always look as if they had been struck with a club. The hard times have greatly increased this falling off and yet the *Daily Reporter* has nothing to complain of. The measurement of its advertising columns last night will discover the fact that there is now running 430 inches of advertising. We compare with our neighbors as follows:

Reporter, Jan. 18.....	430 inches
Journal, Jan. 19.....	360 inches
Pharos, Jan. 18.....	270 inches

Excess in favor of the *Reporter*, seventy inches.

This measurement, taken at the lowest tide of advertising, cannot help but prove to the observing advertiser our superior popularity.

The comparison of the number of paid locals is a further indication:

Reporter, Jan. 18.....	156 lines
Pharos, Jan. 18.....	124 lines
Journal, Jan. 19.....	90 lines

Excess in favor of the *Reporter*, thirty-two lines.

And the reason of this popularity is because the circulation of the *Daily Reporter* is equal to both the other dailies combined.

This should make a first-rate newspaper ad, but we would advise Mr. Sutton to discard the maze portion. The body of the ad is good enough to be printed by itself.

The California Furniture Mfg. Co., of San Francisco, has sent in a batch of advertisements. They are exceedingly good. They are well illustrated, they are well set up—somewhat on the

order of the Rogers-Peet ads. They are practical. They are undoubtedly good business-getting ads. Here is an ad which would send almost any man or housewife with an illy-furnished hall to the California Furniture Co.:

Mirror and hat hooks hanging on the wall—pretty seat underneath—table at the side—chair in the corner, and your hall is furnished.

Not so much wood in hall furniture as formerly; clean-cut designs—style.

Get an idea from the picture—hall seat.

Every line is a curve, griffin heads neatly carved, and a polish that couldn't be better.

But tastes differ—we've hallstands (about 100, \$50 or more) for those who want them. Try to please everybody.

Catalogue and holiday supplement free. Be sure and ask for the supplement.

CALIFORNIA FURNITURE COMPANY
(N. P. Cole & Co.) Carpets, Rugs, Mattings.

117 GEARY STREET.

Two more ads of the batch are so good that they are fully worth reproduction. Their goodness lies in the fact that they create a want. They make you want to go right to the store, pull out your hard-earned cash and buy the thing they talk about. That's good advertising.

Here's a regular old grandpa's chair.

A single glance at it ought to put a voice in every one of your tired bones.

Deep spring seat and high back; broad oaken arms—all the comforts that make you willing to "linger longer."

Just a chance illustration of the kind of upholstery we make every day.

Your interest is ours; we're cute enough to have prices right.

CALIFORNIA FURNITURE COMPANY
(N. P. Cole & Co.)

117-123 GEARY STREET.

Comfort comes cheap nowadays.

Here's a big, comfortable rocking-chair, broad arms, high back (neatly engraved), \$2.10.

And it's extra stout, too.

Well fitted and braced.

Birch finished dark mahogany color. (Some stores call it "mahogany"—but it isn't.)

Fancy cane seat—different colors woven together.

\$2.10—good furniture isn't so expensive, after all.

Remember you're welcome to a catalogue whenever you want it.

CALIFORNIA FURNITURE COMPANY
(N. P. Cole & Co.) Carpets, Rugs, Mattings.

117 GEARY STREET.

A firm that runs a big general store, including dry goods, groceries, clothing, shoes, hats and caps, and about everything imaginable, in a Pennsylvania town of four thousand inhabitants, contracts yearly for ten inches, double column, in three weekly newspapers. For three weeks past this firm has utilized this space to say: "Timothy and Clover Seeds. Buy them now and save money." Then follows the name and address of the firm. That's all.

If that isn't burning up money, I don't understand the principle of combustion. Tributary to the town in which this firm does business is a farming population of eight or ten thousand people. These farmers buy a great many seeds. A farmer's seeds are a mighty important item to him. When he buys seeds he wants to feel that he is getting clean seeds. He wants to feel certain that he is not getting weedy seeds. He wants to be positive that he is getting fresh seeds, full of vitality. Weedy seeds are the cause of large losses to the farmer. The weeds reduce the quality and quantity of his crops of hay or grass, and at the same time exhaust his land. It seems to me that a business firm with ten inches, double column, at its command, ought to be able to say a whole lot on the subject of Timothy and Clover Seed that would interest farmers. If the firm really has clean seeds, and would go on to say so in a convincing way and explain that care was exercised in buying to get clean seeds, I am sure the farmer would be impressed.

The trouble with these firms who waste advertising space is that they do not think that people really read advertisements. They imagine that in order to get their ad read it must be in the nature of a big display sign.

Now, the facts in the case are that any common sense farmer will read any literature he runs across upon the subject of clean seeds. I would like to bet on this proposition and leave it to the decision of a hundred farmers.

I have known a hearty, robust man to pick up a patent medicine booklet of fifty pages that had been thrust under his door. He glanced through it contemptuously, and threw it away with the remark that "the patent medicine man was throwing away his money," and that "no common sense human being would ever read those

fifty pages." He looked at it from the standpoint of a robust man in perfect health. Now, next door there lived a man who suffered from consumption. The patent medicine booklet was thrust under his door. Did he throw it away, and call the patent medicine man a chump, who was wasting his money? Not by a long shot. At his leisure he sat down and read that booklet from the first line to the last.

The members of the Pennsylvania firm referred to are not interested in clean seeds any further than to sell them. They know they would not sit down and read a 300-word ad upon the subject of clean seeds. They conclude that no other sane man would do so. Consequently they fill up costly advertising space with a cheap sign. They do not stop to put themselves in the farmer's place, and realize that he is deeply interested in everything pertaining to clean seeds. His crop and his profit for the year are dependent upon the quality and cleanliness of the seeds he sows. It is one of the most vital points in his business.

Nearly the whole secret of successful advertising lies right in these points. An advertisement writer must look at the article advertised from the standpoint of the consumer. If he is advertising seeds he must look at the subject of seeds as the farmer looks at it. Almost any man can write a fair advertisement if he does this. It is simply a matter of the point of view. The advertiser must get out of his own store and look at it from the outside. He must talk clean seeds, just as two farmers talk clean seeds when they meet in the spring time.

A barber pole is a sign—it simply announces that "here is a barber shop." It is one kind of advertising, but it is not real advertising. A real advertisement of a barber shop not only announces the shop, but tells its good qualities in a convincing way. That is the difference between a sign and an advertisement.

The same argument that applies to seed ads applies to any other ad. The merchant who wants to advertise a suit of boy's clothes successfully must first look at that clothing from the mother's standpoint. He wants to take that suit of clothing and put it out in front of him, and go over it and find all the good points that a good salesman would call a mother's atten-

tion to. Are the button-holes good and stout? Will the buttons pull off? Will the arm-holes rip out? Is there a deep facing at the bottom of the trouser legs, so that an economical mother can let the trousers out a bit for a growing boy? Is the same thing true of the coat sleeves? Will the suit stand rough usage? The merchant cannot tell too many good points about a suit of clothes he wants to sell. He need not be afraid that his story will be so long and tiresome that mothers will not read it. They will read it just as the farmer reads the seed ads. There is no second question about that.

* *

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

For a Coal Dealer.

The Housekeeper's Pride

is to have her turkey roasted to a rich brown as the *piece-de-resistance* for her dinner. If you want to be sure of that beforehand, lay in a supply of our well screened, well sheltered coal and you can heat your oven to any degree desired. It contains more heat to the square inch than any other coal mined.

For a Shoe Store.

Look For The Name In Shoes You Buy.

We are waging a determined war against fake shoe sales, and we shall not rest until we shall have driven this dishonorable kind of shoe merchandising out of —.

The many victims who have been duped into buying the shoe trash specially ordered for these sales are heart and soul with us. We are fighting this competition with shoes and rubbers that are specially made for us—every pair of shoes is stamped with our name as a guarantee of its true merit—and we shall not let up until all — is convinced that our present prices are far lower, considering qualities, than goods that are offered at any other shoe sale in —.

For a Clothing Store.

Richer Clothing Values

than those we offer to-day have never been seen in this or any other city. These garments are new—stylishly made—fashionable in material and colors—in a word, they are up to date in every point that makes clothing desirable. They can't last long at such prices. Don't delay in opening an account with us.

For a General Store.

The Secret

of our economical prices lies largely in our ability to buy for Spot Cash in larger quantities and at less prices than others. A comparison of values will prove that every item in our immense store is without peer or parallel. Our yearly inventory just completed has been an extra stimulus to even further Cut Prices. Read all the flaming announcements of Extraordinary Bargains advertised by others; then come to our store, and you will find every article at a Lower Price.

For a Hardware Store.

When You

Think of buying a circular saw or hardware of any kind, it would pay you to drop in here and see what we can do for your money. We are keeping our prices just as low as the market will permit, and we are giving the best quality that can be bought at these figures. For instance, this week we are making a run on Heating Stoves.

For a House Furnishing Store.

Just Count

the advantages you have here. A complete stock of everything that furnishes a house to select from. Guaranteed best values. Positively lowest prices. Carpets made, laid and lined free. And

"YOUR CREDIT IS GOOD."

These are some of the reasons why we're so popular and so full of business.

For a Grocery Store.

You Will Find Us

very much alive in all that means business—and business that will be your business is what we are going to talk right along. Before this season is over this column will be eagerly read by folks who "take no stock" in advertisements.

For a Drug Store.

You Shove

half dollars our way, we'll shove dollar values your way. We are determined to make a clean sweep of our Wall Paper stock, and while it lasts you get it just as we say—one dollar's worth for fifty cents—to make room for an immense stock coming for the spring trade.

For a Clothing Store.

Half Dollars Win

almost as much as dollars did a week ago. After the Holidays business must be arranged for the New Year, and the heavy goods must move quickly. The reduced prices on all winter clothing will bring purchasers at once. While everything is up to our usual standard of goodness, the earliest comers get the pick.



TO MAKE a picture of one's article, or the material of which it is made, or the receptacle in which it is kept, and insert the portion of the announcement set in type on a white space on the picture itself, seems to be a popular and effective advertising fad at present. Above are examples. They suggest the whale with the white spot containing the words, "Soapine Did It," so popular years ago.

BUSINESS NINETY-SIX YEARS AGO.

Not only was the field of business enterprise very restricted, but the transaction of business within that field was slow and difficult. The merchant kept his own books, or, as he would have said, his own accounts, wrote all his letters with a quill, and when they were written, let the ink dry or sprinkled it with sand. There were then no envelopes, no postage stamps, no letter boxes in the street, no collection of the mail. The letter written, the paper was carefully folded, sealed with wax or a wafer, addressed and carried to the post-office, where postage was prepaid at rates which would now seem extortionate. To send a letter, which was a single sheet of

paper, large or small, from Boston to New York or Philadelphia cost 18½ cents, and to Washington 25 cents, and this at a time when the purchasing power of a cent was five times what it is at present. To carry a letter from Philadelphia, then the capital of the United States, to Boston and bring back an answer by return mail, would have consumed from twelve to eighteen days, according to the season of the year and the weather. *Atlantic Monthly.*

IN NEWSPAPERS.

The newspaper advertiser knows that he is talking, not to a class of people, but to the people.—*Profitable Advertising.*

WOMAN'S CROWNING GLORY.

You may sing in praise of woman, from her head unto her feet;
You may say she is a vision that is more than passing sweet;
You may speak of her attractions, her allurements and her whims,
And the sunshine of her graces that no shadow ever dims;
But you fondly must acknowledge, while your soul in triumph crows,
That a woman's crowning glory is her bargain counter nose.

Just observe her in the morning when the paper up she takes,
When she sugars all the fish-balls and puts mustard on the cakes;
Through the mad preoccupation of her reading all aglow,
Of the sacrificial shirt waist and the bonnet, don't you know,
And it's certain by the glances she upon the sheet bestows,
That a woman's crowning glory is her bargain counter nose.

There's a gleam of exaltation in her wild dilated orbs
When she conjures up the beauties of the ads that she absorbs;
She's delicious with rapture to her inner soul, and that's
A kaleidoscope of stockings and a holocaust of hats,
And with symphonies of ribbons all her spirit overflows,
For a woman's crowning glory is her bargain counter nose.

You may rave about her presence and her carriage so superb;
You may say that like a butterfly she drifts from curb to curb;
You may carol of her counsel and her influence so sweet,
And the light and airy music of the patter of her feet,
But you'll have to still acknowledge, though in action or repose,
That a woman's crowning glory is her bargain counter nose.

—R. K. Munkittrick, in *N. Y. Journal*.

IN CHICAGO.

A downtown florist makes a liberal offer on a placard shown in his window. The placard reads:

**WITH EVERY PLANT WE SELL
WE GIVE THE EARTH.**

The two following signs were exposed the other day by a grocer:

**GOOD, FRESH EGGS?
NICE COUNTRY BUTTER?**

—*Chicago Record*.

A FASCINATING STUDY.

The study of the problems of advertising is exceedingly fascinating. It is really a study of some of the most complicated and hidden springs of human nature, and he who would succeed as an advertiser is imperatively called upon to study that great book, a page of which is open to him on the countenances and actions of each man and woman he meets. —*Dry Goods Economist*.

KNOWLEDGE ISN'T ALWAYS POWER.

Although there have been people bold enough to believe that they could indicate the how and the why of every advertising victory, it is as impossible to compile a code of advertising obligations as it is to specify the qualifications essential to success in business. And just as a man may be chock full of commercial knowledge, practical and theoretical, and yet be a rank failure when put to the test of experience, so, we may depend upon it, another may be, in the expressive Americanism, "slopping" over with advertising information, and yet never get beyond the hanging-on stage of business. —*Irish Textile Journal*.

DIAMOND CUT DIAMOND.

A somewhat mean man inserted the following ad in a Western paper: "Notice—My wife, Delia Stacy, having left my bed and board, I will not be responsible for any debts she may contract after this date. John Stacy." In the next issue of the same paper the wife had her revenge in this way: "Notice—My husband, John Stacy, having neither bed nor board to provide for me, I am now taking in washing at No. — B — street. Delia Stacy." —*Exchange*.

BEWAILING THEIR FATE.

The latest issue of the *Boston Medical and Surgical Journal* bewails the sad plight of regular practitioners, calculating that the up-to-date specialist, by the aid of his advertisements in the newspapers, accumulates more money in a month than the average medical man does in a year. —*Newspaperdom*.

WHY SHE WORRIED.

Husband—What have you been reading in the newspaper? You are trembling and full of excitement.

Wife—Excitement! Well, I should think so! I bought some corsets at Burns' yesterday for \$4.99, and here's the same kind advertised to-day at Stacy's for \$4.98!

COMPENSATION.

He—My bank has gone smash.
She—How lucky you have got your check book. —*Pick-Me-Up*.

TO MAKE IT COUNT.

You've got to advertise as sharp as you figure—to make it count. —*Mississippi Valley Lumberman*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be paid in one week in advance.

WANTS.

SPOKESMAN-REVIEW.
Spokane, Wash.

YOU want type and printing machinery. See ad No. 1 under "For Sale." Just what you want in eighteen cities.

SEND 25c. for "How to Emboss on Platen Presses" to CHAS. E. WINKLER, 43 Franklin St., Springfield, Ohio.

WANTED—Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

WE buy small patented novelties, books, pictures, etc., any kind, in job lots. Send sample and get our cash offer for the stock. DIXIANA MEDICINE CO., Sheffield, Ala.

POSITION—Experienced Mergenthaler machinist operator desires employment; sober, steady, industrious. "R. A." Printers' Ink.

WANTED—All money expended for advertising in the direction of the Hardware Trade. Save duplication of circulation. **HARDWARE DEALERS' MAGAZINE**, 271 Broadway, N. Y.

HALF-TONES free—Send for proposition to publishers and printers. You miss the opportunity of your life if you don't. Offer will soon be withdrawn. **ADVERTISING WORLD**, Columbus, Ohio.

DO YOU want to make money and make it fast in the mail-order business? If so, send for sample and terms on our Little "Giant" Catalogue. Our system is perfect. T. J. CAREY & CO., 38 City Hall Place, New York.

PROPRIETARY Medicines—General manager and writer of newspaper ads, pamphlets, circulars, etc.; with first-class business many years. Unexceptionable N. Y. and Boston references. Address "D. B.," care of Sentene & Greene, 19 Herald Bldg., Boston, Mass.

WANTED—Traveling salesman, for side line or exclusive, covering Southern and Western States, for an established specialty in advertising line. No fake or scheme. Good profits and can work territory over and over again. Particulars of Box 603, Columbus, Ohio.

BILLPOSTING AND DISTRIBUTING.

"ADVERTISING DISTRIBUTOR." Address **LOCK BOX 3,318, P. O., Boston, Mass.**

SPECIAL AGENTS.

If your paper is represented by **H. D. LA COSTE**, Special Newspaper Representative, 38 Park Row, New York, it gets the business.

FREE LIST TO ADVERTISERS.

ADVERTISERS who have matter for distribution! Our List of Reliable Circular Distributors sent gratis upon application. **ACME ADV. CO.**, 47 W. 23th St., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

ARTHUR MEYER'S BUREAU OF ILLUSTRATION AND DESIGN, 1031 Temple Court, New York. Original outline drawing, 1 col., \$3.50, including cut; 2 col., \$5.50, 3 col., \$9. Done right. Done right away.

MISCELLANEOUS.

WE buy medicine in job lots; any kind; send sample and receive cash offer for the stock. If you can't sell it, we can. You can have the sample back if you want it. **DIXIANA MEDICINE CO.**, Sheffield, Ala.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

HORTON mailer, \$30; quickest, slickest; makes mailing a pleasure. Economy Wrapper Folder makes wrapping easy, saves half the time; \$4 and up. **AMERICAN TYPE FOUNDERS CO.** See addresses in ad No. 1 under "For Sale."

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 130 Water Street, New York.

EVERYTHING for the printer—best and cheap est. See ad No. 1 under "For Sale."

CHALK plates recoated, 1/2¢ per inch. No in fringement. Send for circular. **BYRON FOPE & CO.**, Cleveland, O.

STEREOTYPE, linotype and electrotpe metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174 10 Spruce St., New York. Special prices to cash buyers.

PREMIUMS.

SUPERB premiums. Subscription winners. Send for display electros and premium catalogue, free. **THE WERNER COMPANY**, Akron, Ohio, or 7 East 16th St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, a line will be inserted under this head once for one dollar.

NOVELTIES in advertising calendars; good all year round. Also envelope clasps (user can put them on any envelope). Gain advantage by writing now to **CLASP CO.**, Buchanan, Mich.

FOR SALE.

TYPE—See ad No. 1.

COUNTRY newspaper, Rep.; county seat in Montana, about \$1,800. Box 382, Helena, Mont.

OSTRANDER-SEYMOUR Pony-Web Perfecting Presses sold at moderate prices on reasonable terms. Just the press for publishers whose flat beds are too slow. **AMERICAN TYPE FOUNDERS CO.** See addresses in ad No. 1 below.

AD NO. 1—We sell more type and printers' machinery and supplies than all other concerns, because our large purchases enable us to buy right and sell to the advantage of our customers. Why buy the second best when the best costs you no more? Buy outfits complete and save money and trouble. **AMERICAN TYPE FOUNDERS' CO.**, Boston, 180 Congress; New York, Rose & Duane; Philadelphia, 606 Sansom; Baltimore, Frederick & Water; Buffalo, 83 Elliott; Pittsburgh, 333 Third Ave.; Cleveland, St. Clair & Ontario; Cincinnati, 17 Longworth; Chicago, 141 Monroe; Milwaukee, 20 Huron; St. Louis, Fourth & Elm; Minneapolis, 24 First; Kansas City, 533 Delaware; Omaha, 1118 Howard; Denver, 1616 Blake; Portland, Second & Stark; San Francisco, 405 Sansome.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

FINE catalogues and other printing. **NEELY PTG. CO.**, Muncie, Ind. Estimates furnished.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 201-213 East 13th St.)

PRINTING—We will make irresistible inducements to secure additional business. Let us estimate for you. **HINTON & CO.**, Danbury, Conn.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

If you deal for some time with a certain printer, he gets to know your ideas; he learns your notions and ways; he is often able to anticipate your wants; your brain and his work together like two well-oiled pieces of machinery. Your printer takes an interest in you, and in the success of your business.

But if you treat him as an enemy, as unworthy of confidence, as a man who is continually trying to get too much money out of you, you will have your reward. You may get cheap printing.

But it won't fit. It will be of the "hand-me-down" kind. Not the kind that you want.

Take some trouble to get a good printer, and when you get him don't change, so long as he gives satisfaction.

If you are looking for good printers, try us. We have an immense plant, one of the largest and most complete in the United States. We do everything—writing, designing, illustrating, engraving, printing, addressing, mailing.

E. A. Wheatley, the advertising and catalogue specialist, takes charge of the manufacture of the complete booklet or catalogue, and makes it unique and business bringing.

Write a letter for "Catalogue Advertising." **TROW-WHEATLEY CATALOGUE COMBINATION**. Home Life Bldg., N. Y. (Factory, 201-213 East 13th St.)

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

THE BATES-WHITMAN CO., 132 Nassau St., N. Y., is the only agency on earth that is prepared to take charge of all of your advertising. Its work is not confined to newspapers and magazines. Its distinct specialty is to make and execute successful publicity plans for manufacturers and jobbers. Refers to absolutely every client on its books. Every one is satisfied. Every one is getting results. Write.

We have no "newspaper space" in any medium to unload on clients. We do not own any magazines. We publish no annuals. We buy what we need for cash and at the lowest possible price. We get choice positions and good service. All clients are on the same basis as far as cost is concerned. Our books are always open and vouchers furnished advertisers for every expenditure. We have only one kind of service, and that the best that money or experience or facilities can furnish. We will tell you more about our methods if you are interested. **THE BATES-WHITMAN CO.**, Advertising Agents, 132 Nassau St., N. Y.

ADVERTISING MEDIA.

CHRISTIAN WORKER, \$1 per inch per annum. It will pay you. Russellville, Ala.

40 WORDS, 5 times, 25 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. Hise. Circ'n 3,000. Close Mth. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. **LA COSTE**, New York.

Any person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the **GAZETTE** and **BULLETIN**; 6,000 D., 4,000 W. **LA COSTE**, New York.

DAYTON (Ohio) MORNING TIMES and **EVENING NEWS**, 14,000 daily, create a "want" for properly advertised goods. **LA COSTE**, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. **LA COSTE**, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), **DAYTON MORNING TIMES** and **EVENING NEWS**, 14,000 daily. **LA COSTE**, N. Y.

THE TIMES-UNION, of Albany, N. Y., is a clean, bright, original, independent and new paper, going among the very best people. Its large circulation makes it an exceedingly valuable advertising medium. **JOHN H. FARRELL**, editor and proprietor.

ADVERTISEMENT CONSTRUCTORS.

WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

EFFECTIVE advertising. **E. A. WHEATLEY**, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

ST. ELMO LEWIS, Mgr. **THE ADVERTISERS' AGENCY**, Penn Mutual Bldg., Phila.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **CLYDESS G. MANNING**, South Bend, Ind.

If you do, know or think of anything of interest to advertisers send it to **Charles Austin Bates' Criticism**, 3-17 Beekman St., N. Y.

CALL on manager of nearest branch **AM. TYPEFOUNDERS' CO.**, addresses as per ad No. 1 under "For Sale," and get posted on type.

MY little booklet, "How," tells what I do for the money you ought to pay me for advice. Ask for it. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. **Printers' Ink Press**, 10 Spruce St., New York City.

12 ADS and 12 cuts for retail druggists, \$5. **12** Ready made but rightly made. I know they are effective. Money back if they are not worth money's worth. See my dept. in **Druggists' Circular**. **JED SCARBORO**, 20-22 Morton St., Brooklyn, N. Y.

FOR those who are in no haste I am ready to prepare booklets and ads, but I have several large customers out of town and am necessarily much away from my office. Illustrations and magazine ads specialties. **R. L. CURRAN**, Room 1517, 150 Nassau St., New York.

HAVE you ever seen specimens of our work? Would you like to see how **Moses & Helm** mix art and advertising together? A request for particulars and samples, written on your business stationery, will be promptly complied with. **MOSES & HELM** (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

WHAT can Lewis do for me? Ask Lewis about it. He writes, places, designs and plans all kinds of advertising for all kinds of business. To-day he is doing this kind of work for firms who do fifteen millions of business a year. If you want to know what he can do for you, write and ask him. **Mr. Lewis** is general manager **THE ADVERTISERS' AGENCY**, Philadelphia and Buffalo, N. Y.

MR. BATES wants actual interviews with business men for publication in his new paper, **Charles Austin Bates' Criticism**. The sender of every such interview will receive the paper for two years in payment for his services, and the sender of the best interview each month will receive a complimentary copy of Mr. Bates' handsome 700-page \$5 book - "Good Advertising." Address **HOLMES PUBLISHING CO.**, 15-17 Beekman St., N. Y.

ASK Lewis about it. When you want advice about your advertising, the management of your store, or the organization of your business. **Mr. Lewis** is daily coming in contact with the brightest, most up-to-date and pushing business men in the country. He absorbs their methods. The result is of benefit to those who ask Lewis about it. Letter of advice and criticism, \$5. Office consultation by appointment only. **Mr. Lewis** is general manager **THE ADVERTISERS' AGENCY**, Penn Mutual Bldg., Phila. and Buffalo.

YOUR business to sell goods, mine to make them known to prospective buyers. Your part the merchandising, mine the advertising. You can do your part better, if you will let me do my part in helping you to make your business successful. Twelve years of arduous training and business experience; a thorough technical knowledge in all branches of advertising and printing; a genius for writing original and convincing advertising matter, make my services valuable to any business man who wishes to make money. Write for a copy of "Whiffles," a little book that has brought in hundreds of thousands of dollars. **E. A. WHEATLEY**, 257 Broadway, New York.

IS some of your trade slipping away? Are your sales falling below those of this period last year? Have you been able to figure out why this should be so? Perhaps "dull times" are to blame, but there is often a cause at the bottom of it all that you may have ignored and dismissed because it was - let us say - "distasteful." Haven't you at least one competitor who is pushing things - who is hustling for the business of some of your best customers, and getting a portion of it, too? Isn't this competitor doing good advertising - better advertising, in fact, than you are doing? You ought to hire us to help you advertise. We promise to make your advertising brighter, better, more forceful, more attractive than that of any competitor who may be worrying you. If you are slipping backward, we believe we can stop the retrogression and help push you forward. Whatever you write us is kept in strict confidence, and the more fully you tell us your business problems, the better we can help you solve them. Write us about the most important part of your business - your advertising. **MOSES & HELM** (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.



Real estate advertising in the street cars and elevated roads has never been very generally done, but the Cass Realty Corporation of New York have found it successful.

They have for some time past been using the Brooklyn elevated cars, and all their advertising has been placed by GEO. KISSAM & CO. One of their late cards which is noticeable is printed in red and black, and has a good deal to say for itself. It *might* say more in fewer words, and thus be more interesting and readable.

On the other hand, there is to say: People who have money to invest are given to reading more carefully what investment concerns, banks, etc., have to say than if they were simply going to buy a pair of socks.

As a rule, folks who have managed to lay by a little money want to hold on to it very bad, and carefully weigh all there is for and against certain methods before letting their cash out of their hands.

So that is why these overcrowded cards have brought returns, when, as a medium for selling dry goods, type-writers or chewing gum, they would probably have been utter failures.

A little history about this very pushing and successful concern may be of interest to advertisers.

The Cass Realty Corporation was founded by Mr. Charles Wyllys Cass in 1894, and uses for the basis of its business operations the plan of appealing direct to the masses of the people—the laboring people, the clerks and others of small incomes, who can only lay by small sums at a time. In its advertisements it always mentions the fact that it will accept sums for investment of "\$1, \$100 or up." From this wording it would appear that the small sums are the most important.

To reach the people, it uses the street cars, and particularly the Brooklyn elevated cars. It believes in the special value of these Brooklyn cars, and its belief has been justified by results.

That the street cars and elevated roads are *par excellence* the medium to reach the masses, there can be no question. The Brooklyn elevated cars are of especial value, as carrying to and from their homes every morning and evening a thrifty class of people, most of whom come from a good distance and have leisure to read what is put before them. Then, again, the cars are seldom or never so tightly packed as to make reading impossible or uncomfortable—they are wide, well lighted, and, best of all, the size of the cards is specially large, thus allowing the advertiser to say more and have more display than in the surface cars at about the same price per thousand of circulation.

All these things the Cass Realty Corporation were quick to perceive, and to take advantage of. They have advertised in the Brooklyn elevated almost since their inception and they have profited accordingly.

In advertising their company both in the street cars and by means of folders, books, circulars, etc., of which they use a liberal amount, the Cass Realty Corporation has shown exceedingly good generalship.

They have in the first place widely exploited the successful business and real estate ventures of their president and of his father, General George Washington Cass. They have emphasized his natural and inherited ability to find good investments, which is a great point, as people must have confidence in the ability of those to whom they intrust their money.

They have emphasized the fact that real estate on Manhattan Island is one of the safest, if not the safest, investment that could be made; which is undoubtedly true. They point to the constant rise of value in real estate in metropolitan cities like New York and London, as evidence of the profit that is to be made.

The only argument against real estate investments that the average man thinks of, that it ties up one's money for an indefinite period, they meet by the explanation of the working of their guarantee fund, which enables them to pay back any investor practically on demand without loss of interest.

Their arguments appear to be all good, and such as would appeal to the saving man. The only part of their policy I feel inclined to criticise is their attacks on the savings banks. What they say may be all true, but they are not the people to say it.

It never pays to run down a business competitor so thoroughly as the Cass Realty Corporation are doing.

No matter how truthful, how much in earnest they may be, how many proofs they may bring of the exactitude of their assertions, people will always take their statements with a grain of salt. "Trade jealousy," they will say.

Let Mr. Cass apply it to himself. Suppose a savings bank president were to criticise some of his (Mr. Cass') methods, and no doubt there are points that are open to criticism—what business has none? Suppose, I say, the bank president were to criticise the Cass methods! What would Mr. Cass say? "Oh! he's jealous. You mustn't believe all that our competitors say against us." And nobody would.

So, I say, in this one little point is the advertising plan of campaign of the Cass Realty Corporation defective. It may seem to be successful for a time, but it will be sure to act as a boomerang in the long run, and impair the usefulness of a concern which seems to fill a want in the community.

Besides Mr. Cass himself, one of the principal lights in the Cass Realty Corporation is Mr. William Albert George, no relation, I am told, or at least he will not own it, to the celebrated Henry.

Mr. William Albert George evidently does not believe in the views of his

single tax namesake, or he would not be advocating the acquisition of land, or investment in land, by the working-man.

The Mr. George of whom I write is an exceedingly bright and capable man of broad gauge and liberal views on the subject of investment, and also of advertising. He is manager of the investment department of the Cass Realty Corporation, and incidentally of their advertising. He is also the editor of *Labor and Finance*.

Whatever Mr. George writes, and he is a prolific writer, is full of good meat. His views are always worthy of expression, and he expresses them well, and worthy of study by those who are interested in investment and other problems.

I would advise those who are interested in the subject to write for some of his pamphlets.

Tucked away in one of my pigeon-holes I have just come across the card which I show herewith. It is not put out by the Cass Realty Corporation, and has no connection with real estate advertising in the street cars or elevated cars, which forms the principal subject of this article, but it will interest those, perhaps, whose reading of the foregoing on the subject of investments has made rather "dry" and ready for something more palatable.

We haven't all got money to invest, and some of us who have know more about investments than would fill several volumes, and wouldn't think of getting any information from the street car cards.

To such, these neat and striking cards, advertising what must be a sort of Theosophical bracer, will no doubt come as a welcome relief.

Whether the card is a good or bad one is hard to say. I don't think people do much gum chewing for health or muscle, and the statement that any kind of a chewing gum is going to make anybody's muscles "hard as iron," is one which is susceptible of further proof.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

127 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

128 For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

129 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

130 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

131 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, MARCH 10, 1897.

SUNDAY, February 14th, the Pittsburgh *Dispatch* printed twenty-three columns of classified advertisements. This broke the record for Pittsburgh.

If every issue of the *Cosmopolitan* should be as good as the March number the circulation of that magazine would soon reach a million copies a month.

THE Post-Office Department decrees that Poplar Bluff shall be written Poplarbluff; Little Rock, Litterrock, and so on through the alphabet. Newspaper publishers demand the divided word, but the American Newspaper Directory has taken for its standard the post-office rule.

THE best proof of the real value of PRINTERS' INK to advertisers lies in the fact that the most successful advertisers and advertising managers consider it valuable and pay the subscription price for it cheerfully, year after year. If it is valuable to people with much knowledge and experience in advertising, its worth to the beginner and the amateur must be well-nigh incalculable.

ONE advantage that outdoor advertising has over the newspaper is that no billboard man has yet had the temerity to tell the advertiser that it was none of the latter's business on how many boards his announcements were placed. Such a course would tend to make the advertiser doubt the sanity of the bill-poster; yet many newspaper publishers take a similar position without incurring any such danger.

A LARGE mail does not prove that a profitable business is being done.

THE year 1896 was the hardest business year that American newspapers have ever known.

THE daily paper properly used is the best advertising medium to-day. Its cost, in proportion to circulation, is smallest. Its influence is most potent, and, better than all, its returns are immediate. Mr. Curtis, of the *Ladies' Home Journal*, uses the daily papers properly, wisely, profitably, and at the present time is doing cheaper, better and more effective advertising than any other advertiser, be he whom he may.

IN a babel of voices, the one voice that is loudest and strongest will be heard and recognized above the din; all the other weaker voices combined will not be able to impair its individuality. The largest advertiser in any line of business makes a greater impression on the public than a dozen small advertisers who, combined, perhaps spend twice as much. The dozen small voices are all pitched in one key, while the large advertiser's tone rises dominant, strong and attention-compelling, above the mass.

MR. DONALD J. McDONALD, the advertising manager of the great department store of the Mabley & Goodfellow Co., in Detroit, values PRINTERS' INK so highly that he has preserved all the numbers issued, and has had them bound in calf, so that they may be able to stand the rough usage that a work of constant reference is apt to get. A file of PRINTERS' INK from its inception is a veritable encyclopædia of every phase of advertising, contributed to by every man who has made a notable success of advertising.

THE Lafayette, Ind., *Evening Call* is the only afternoon paper in that city that gives the full-leased wire telegraphic reports and the only afternoon paper using three Mergenthaler typesetting machines. It claims a circulation 60 per cent greater than its evening competitor and is the only daily in Lafayette, Indiana, that during the 29 years of its existence has EVER furnished to the American Newspaper Directory a complete statement of its circulation. The *Call's* average issue during the year 1896 was 2,925 copies.

THE editor of the American Newspaper Directory, in making the revision for 1897, notes that many papers which last year were either of the People's Party or the Democratic stamp, are now returned as Republican.

UNFORTUNATELY, there is no kind of a law that will reach the commercial pirate who sells goods below cost, to injure a competitor or drive him out of business.—*Business, Canada.*

A business man can sell all the goods he desires below cost, and no law can be enacted that will prevent him doing so—it is his own personal business. At the same time, he is driving himself rather than his competitor out of business by such a course. The business revival would be hastened if there were less legislation, and less suggestion of legislation, adverse to business interests and commercial freedom.

The Brewer and Maltster is the name of one of the largest trade journals printed. It comes monthly from Chicago and sells for \$5 a year. Each issue contains the same matter in two languages—English and German—apparently in deference to the great preponderance of Germans in the manufacture of beer. The circulation is given as in excess of 5,500, guaranteed by the American Newspaper Directory. *The Brewer and Maltster* contains a large number of advertisements—so large, in fact, that the most sanguine prohibitionist would grow despondent after contemplating them.

It is an established fact that such establishments as department stores purchase the stocks of bankrupts, fire losses and others far below their actual value, and by advertising them, coupled with the advantage of such a purchase, draw to themselves purchasers who expect to profit by the misfortune and dishonesty of those who were the original purchasers, and to the disadvantage of the general trader.—*Chicago Dry Goods Reporter.*

Why the department stores should consider the advantage of the "general trader," any more than the latter considers the advantage of the department store, is yet to be made apparent to an unsophisticated public, which is far-sighted enough to see that, in spite of the wail of the small dealer, the department store is the store of the future, and that efforts to suppress it must meet the fate of all enterprises that expect to succeed in spite of natural laws.

THE first paper ever published in Minneapolis was established in 1854 by Mr. W. A. Hotchkiss, now publisher of the *National Republican*, of Preston, in Minnesota. The State was then a territory. Mr. Hotchkiss has in his present office four volumes of the paper bound. In 1861 he abandoned journalism to enter the service as commander of a battery of field artillery and was mustered out in August, 1865. In 1866 he established the *Preston Republican*, which has a general circulation, and makes a living for its owner, he says, without the necessity for telling falsehoods about his circulation, which is about 1,500 weekly.

CHEWING GUM.

FREDONIA, N. Y., Feb. 26, 1897.

Editor of PRINTERS' INK:

Is there a trade journal devoted to the chewing gum business? If so, will you kindly advise me where it is to be found?

A. C. PUTNAM.

Neither the manufacturers nor the chewers of gum have journals devoted to their interests. The business of chewing gum is a far more extended industry than the making of it, and, unlike other industries, is almost entirely monopolized by women; but even it has no organ devoted to it except the feminine mouth.—[Ed. P. I.]

IS A CHAIN AS BIG AS ITS BIGGEST LINK?

THE VAN BIBBER ROLLER CO. }
CINCINNATI, O., Feb. 27, 1897. }

Editor of PRINTERS' INK:

In your last issue you refer to the sale of the Cincinnati *Enquirer* from hotel news-stands, and say, "that's its circulation." From my own observation in the *Enquirer* press-room on week-day nights, I should say that the circulation was a trifle larger than that. They had seven perfecting presses, and very recently were compelled to add two more, making nine in all. They have a pretty long run, and I think one of those nine presses can more than supply all the news-stand trade. The product of the other eight presses goes somewhere. The largest number of perfecting presses in any other newspaper office here is seven.

Very truly yours,

ANDREW VAN BIBBER.

The Sunday *Enquirer* is a big paper. Pretty much everybody in Cincinnati gets the Sunday *Enquirer*. Its issue is thought to exceed a hundred thousand copies. It takes as many presses to print a big edition once a week as it would to print the same edition every day.—[Ed. PRINTERS' INK.]



Eastern Office,
100-102 FULTON STREET,
New York City.

....INTERNATIONAL....

Newspaper Advertising Agency.

119 DEARBORN STREET.

ADVERTISEMENTS PLACED IN ANY NEWSPAPER IN AMERICA OR EUROPE AT PUBLISHER'S LOWEST RATES
ESTIMATES FREE OF CHARGE.

Publisher.

Chicago, Ill.

189---

GENTLEMEN:—

We can let you have enclosed 6 inches (electres, 2 inches Cook Remedy Co., and 4 inches State Medical Co.,) for one year for your Weekly, the advertisements to appear on a page containing local news, for \$ 17.00 net, payable as follows: One-third in cash payable quarterly, and balance by unassessable, paid up stock of the Alice Raven Gold Mining Co., of Cripple Creek, Colo., at the price of 25 cents per share, the face value of each share being \$1.00.

Enclosed circular contains all information about the mining stock offered to you. One of these mines is working and producing considerable gold. We vouch for the correctness of each and every statement regarding this mining property, considered by experts as one of the best and most promising ones in the famous gold district of Cripple Creek, Colo. But for the intention of the Company to use the receipts of the one mine already producing to develop its other mines, these unassessable shares offered to you for 25 cents would already sell for more than twice this amount.

A mining expert whom we have requested to investigate these mines notified us under date of Feb. 11th that the owners have struck rich ore; and that these mines promise to become one of the most valuable properties.

This mining stock is owned by Mr. George A. Joslyn, President of the Western Newspaper Union, and General Manager of the Cook Remedy Co., who is also largely interested in State Medical Co. The high commercial and social standing of Mr. George A. Joslyn is for us a sufficient guarantee that valuable stock is offered to you.

You can find the advertisements of the Cook Remedy Co in nearly every Daily in the Country for years.

By accepting this offer for one year, you will obtain an opportunity to have this order for following years on a cash basis.

We wish to assure you that we will greatly appreciate your acceptance by special efforts in behalf of your paper, assuring you that we hope to be able to send you during the next twelve months additional business to the extent of several times the amount offered you by this letter.

In fact we have good reason to believe that another order for four or six inches on a cash basis will follow within a short time. While business has not yet improved, yet we expect better times soon and in order to push Country Weeklies we are about to publish a little pamphlet under the name of

The Cream of the Country Press.

A LIST OF 2000 COUNTRY WEEKLIES

Used By All Successful Advertisers.

We will, as a recognition of your acceptance of this offer, have your paper, with all information regarding territory covered by you in said pamphlet, without extra charge to you.

Please fill out enclosed acceptance and favor us with immediate return of same.

Yours truly

International Newspaper Advertising Agency.

WORKING THE RURAL JOURNALIST.

SPECIMEN COPIES FOR ADVERTISERS.

Did you ever write for a sample copy of a publication expecting to be able to judge somewhat from its general make-up and contents of its value to you as an advertising medium? Did you ever get in return a copy of the publication of months back, and in fact so old that you could not form any judgment of its present value? It is not a good policy to send old copies of your paper to an advertiser when requests for sample copies are received; nor is it a good policy to send a "special" number, lest the advertiser may judge unjustly that the ordinary issue falls far below the standard set by the

special. It is better to climb up to a "special" than fall down to an ordinary.—*Bulletin American Medical Publishers' Ass'n.*

VALUE OF ANOTHER'S EXPERIENCE.

The value of another's methods and experience is often overrated by the new advertiser. Men, rather than methods, make success in advertising or anything else. The experiences and methods of a successful advertiser are interesting to know, but the fact that through them he has achieved success is no indication that another man would do the same. It is the man behind the methods that makes or mars advertising.

THE RULING PASSION.

People 'round her bedside crying knew 'twas little use denying
That the woman frail was dying—dying certainly, but slow.
Friends and relatives drew nearer, thus to comfort her and cheer her,
Just to stand beside and hear her final words before she'd go.
Many eyes were wet with weeping, tired with lengthy vigils keeping,
Yet all felt the moment creeping nearer when the end would come,
So they listened most acutely while her lips set resolutely,
Yet as if they whispered mutely—silent message from the dumb!

Was she all her past reviewing—glancing back at life's undoing,
Bygone memories pursuing—in the presence of grim Death?
Did she see, in phantom vision, long lost happiness Elysian,
Did she see now with precision things unknown in mortal breath?
Could she now, in Death's dark portal, penetrate the great Immortal,
See beyond the realms of thought all wonders hidden from mankind?
Was it in her mystic power in her final, dying hour
To perceive her future dower—heavenly harp and crown to find?

Suddenly her hand upraising, on her husband's features gazing
With a startled look amazing from the bed she partly rose,
Silently his fingers seeking, she began in whisper speaking,
While the others closer sneaking listened to her life's sad close:
"Fred," she murmured, "Give a token of your love so long unbroken—
Let your fondness be outspoken ere my soul shall pass away,
Bring unto my side a taper, and likewise the morning paper—
Let me read the dry goods bargains that are advertised to-day!"

KNOWING ONE'S PUBLIC.

I believe that a man who engages in a national scale of advertising ought to travel around these United States and strive to gain an inkling of the differences between the denizens of the various sections. The ad that falls flat in the East may be an exceptional success in the West, or *vice versa*. Social habits, instincts and prejudices are what advertising appeals to, and how can an advertiser have adequate success who does not know the people whom he is addressing? Nothing seems more foolish than to see an advertiser use one or two series of ads for all the newspapers.—*Fame*.

THE PASSING OF RESTRICTIONS.

Good sense is gradually breaking down the restrictive barriers raised against the advertiser by old-time publishers, who regarded him only as a nuisance to be borne with. He was made to feel the weight of the publisher's disdain by all sorts of rules, as to type, changes, cutting column rules, and the like, all of which operated with telling force against both advertiser and publisher, delaying the growth of the former, and forcing the publisher to look to his party for the support that should have come from his advertising columns.—*Newspaperdom*.

A MERCHANT'S REVENGE.

A good story of how a merchant got even with the Government comes from Brussels. The Treasury officials seized a shipment of 1,000 pairs of gloves on the ground that the goods were undervalued, paying the merchant for them at the prices at which they were entered, and causing him to lose a big contract. Shortly afterwards he imported another case of the same kind of gloves, declaring them at exactly the same value as the former entry. Again the Treasury officials seized the goods, and paid the merchant their declared value. When they offered the gloves for sale, however, they found to their chagrin that they were all made for the left hand, in consequence of which no purchaser could be found. Within a few hours a shabby little old man appeared at the appraisers' stores, said he had heard some gloves were there which could not be sold, and asked how much he could have them for. The appraiser, who had been kicking himself for having seized the worthless stuff, said the goods could be had for the cost of storage and cartage. In three hours the gloves were lying in the warehouse of the importing merchant, who, a month later, brought in 1,000 right-hand ones, which were passed through the custom house without demur.—*Dry Goods Economist*.

MODERN BUSINESS.

Nothing requires a more delicate combination of qualities than the creation and conduct of a great business. The conditions of success are often too minute for observation. The life is full of terrible anxieties, especially in what is called "hard times," when money is difficult to get. The penalty of failure is tremendous, and yet the number of us who are ready to tell the capitalist how to carry on his business, how to pay his men, whom to employ, and on what terms, is very large. If those who can carry on business themselves were only one-thousandth part as numerous as those who can tell how it ought to be carried on by others, the happiness of man would be well assured.—*E. L. Godkin, in Atlantic Monthly*.

GRAMMAR ISN'T EVERYTHING.

It isn't necessary even that the grammar in an ad should be twenty-four carats fine. The sense is what counts. I have seen many a good ad—ads that brought business and big profits—that wouldn't stand criticism from the point of view of the grammarian.—*C. A. Bates*.

ARRANGED BY STATES.

Advertisements under this head, 50 cents a line. Must be handed in one week in advance.

MICHIGAN.

(1) GRAND RAPIDS DEMOCRAT covers Western Michigan.

MISSOURI.

(1) COVERS the field—St. Joseph HERALD—8,000 d. 8,000 s., 9,000 w. LA CROSSE, New York.

NEW YORK.

B BINGHAMTON LEADER.

B BINGHAMTON LEADER, the tea table favorite.

B BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1896, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE N. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. (City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.)

GALVESTON TRIBUNE, Daily four pages. Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

GUARANTEED CIRCULATIONS.—The circulation of the following papers is guaranteed by the publishers of the AMERICAN NEWSPAPER DIRECTORY for 1896, who will pay a REWARD OF \$100 in each and every case where it shall be proved that the paper was not entitled to the rating accorded.

ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,370.

MAINE.

O. C. ADVERTISER, Norweg, Maine (local), 2,340

'FISHERS OF MEN'

The shrewd advertiser who drops his into the Jackson, Tenn.,

..WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 18,000 inhabitants without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash.

The WHIG is the key to the situation. L. J. BROOKS, Prop'r, Jackson, Tenn.

H. D. LA COSTE,

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

...THE... MORNING NEWS

Is the only morning paper in Delaware.

Published in Wilmington.

72,000
POPULATION.

Does it need any better recommendation?

THE NEWS PUBLISHING CO.
WILMINGTON, DEL.

To Lawyers:

THE ARGUS
COMPANY...

will print your law cases at the following prices:

	Per page.
Law Cases less than 300 pp. (40 copies),	55c.
Law Cases, 300 pp. or over (40 copies),	50c.

Cover to be counted as two pages.

These figures are for PLAIN, ORDINARY LAW CASE WORK, and are for CASH (30 days).

ANOTHER
STRONG POINT

The Argus Company will agree to DELIVER WORK WHEN PROMISED, which, in itself, is of the greatest importance to the legal fraternity.

THE ARGUS CO.
ALBANY, N. Y.

Orr Wins!

Final and official report of
Printer Laureate committee.

LOUIS H. ORR, (Bartlett & Co., N. Y.),	- -	5,780
HENRY O. SHEPARD, (Inland Printer, Chicago),	-	5,292
B. B. HERBERT, (National Journalist, Chicago),		5,187
WILLIAM JOHNSTON, (Printers' Ink Press, N. Y.),		2,257
PAUL NATHAN, (Lotus Press, N. Y.),	- -	487
THEO. L. DE VINNE, (De Vinne Press, N. Y.),	-	298
SCATTERING,	- -	628
Total Vote Registered,	-	19,878



**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

**It will
only cost
you**



to learn all about the

Times-Union

*It has
a larger paid
circulation than all
the other Albany dailies com-
bined.*

John H. Farrell,

ALBANY,
N. Y.

EDITOR AND
PROPRIETOR

THE
ANACONDA STANDARD,
MONTANA,

will guarantee advertisers the largest circulation of any Daily or Sunday newspaper published in the Pacific Northwest, except the "Portland Oregonian." ♦♦♦♦♦

**It is the One Paper of General Circulation in the
Central Northwest.**

E. KATZ, Eastern Agent,
230-234 Temple Court, NEW YORK.

The Circulation
OF THE
WILLIAMSPORT
(Pa.)
Gazette
and **Bulletin**

Is guaranteed to be as represented :

6,000 Daily,
4,000 Weekly.

For rates
and copies
of the
paper
address :



Make . . .
Advertising
Pay

THE
Evening
Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban popula-
tion of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

The Best State in the Northwest,

IOWA

The Biggest City in Iowa,

DES MOINES

The Paper of Largest Circulation in Des Moines,

THE DAILY NEWS

Sworn Average Daily Circulation for January, 1897,

15,496

Eastern Office.: 150 Nassau St., New York.

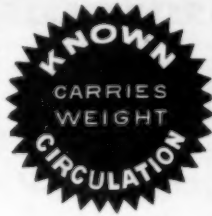
STEWART & HOLMES DRUG CO.

WHOLESALE

DRUGGISTS

ASSOCIATE HOUSES AT

TACOMA AND WALLA WALLA



Seattle, Wash., Feb. 8, 1897.

TO WHOM IT MAY CONCERN:

The Post-Intelligencer stands pre-eminently at the head of all advertising mediums in the Northwest and we take pleasure in indorsing its value to all contemplating extending or continuing advertising in our State. Our own experiences convince us that the Post-Intelligencer covers a wide and exclusive field and brings results not obtainable through any other means, and our observations of the effects of the advertising done by it of proprietary medicines is that the distribution and sale are largely inspired and maintained by the advertising done by this paper. We have no hesitation in recommending the daily, Sunday and Weekly Post-Intelligencer as the best medium to establish and maintain sales in the Northwest.

Yours truly,

STEWART & HOLMES DRUG CO.

A. FRANK RICHARDSON, New York, Chicago, London

S. P. WESTON, in charge Advertising

JAS. D. HOGE, Jr., Manager

DAILY, 12,000 SUNDAY, 15,000 WEEKLY, 17,000

Results

are greater
in proportion to the
amount
expended for advertising
in the

Philadelphia Press

than from
any other paper in
Pennsylvania, New Jersey
or Delaware.



THE
PHILADELPHIA PRESS
IS A GREAT
ADVERTISING MEDIUM.

The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, MARCH 4, 1897.

THREE CENTS.

PRINTERS' INK

says :

"The Boston Transcript, Brooklyn Eagle, New York Evening Post, Philadelphia Telegraph, Washington Star, Chicago Post, **Milwaukee Wisconsin** and San Francisco Bulletin are evening papers of high character, and go into homes and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted there. The foregoing small list constitutes a very choice group of papers. If there is any other evening paper anywhere that has a better right to be named than one of these, *Printers' Ink* would be glad to be furnished with its name and to consider the reasons set up by its publishers for a place among the eight."

To Appear Quarterly Henceforth.

THE AMERICAN NEWSPAPER DIRECTORY for 1897 will appear June 1. The Directory will be revised and reissued September 1 and December 1, 1897, and regularly thereafter once in three months—March 1, June 1, September 1 and December 1, 1898. Forms will close August 1, November 1, February 1 and May 1, and always one month in advance of the date of issue. Corrections will be made daily as authenticated information is received or obtained.

The price of the AMERICAN NEWSPAPER DIRECTORY will be \$5, as heretofore, but for \$10, if paid in advance, subscribers may receive all the four issues of a year, thus having always the latest information. The payment of \$10, strictly in advance, entitles the subscriber to the last edition issued and the three editions which follow. Address orders to

GEO. P. ROWELL & CO., Publishers,

No. 10 Spruce St., New York.

Conclusions

The following conclusions have been arrived at by the Editor of
THE AMERICAN NEWSPAPER DIRECTORY for 1897.

An advertiser is entitled to know the circulation of a paper in which he intends placing an advertisement.

The accepted way of making known the circulation of a paper is to exhibit a statement of what its issues have been in the past.

A statement covering actual issues for the preceding calendar year is now regarded as the most satisfactory sort to be used in a newspaper directory which is referred to *for ascertaining the comparative circulations of all the papers.*

A circulation statement should be authenticated by bearing the signature of some person connected with the paper who is competent to convey the information, and who has a right to convey it, and such a statement should also show the date of affixing signature, which should be written with a pen.

In considering the advertising value of a newspaper a thousand copies is considered the unit of circulation.*

Errors in the AMERICAN NEWSPAPER DIRECTORY will be taken note of and corrected whenever the editor is furnished with the requisite information duly authenticated.

* Papers not issuing so many as a thousand copies belong in a class by themselves. Their worth to advertisers is determined by facts aside from and beyond the mere edition printed. Among papers of this sort one hundred copies in one place may have greater value than five or eight hundred copies in another. The exact output, therefore, of papers not issuing so many as a thousand copies is not important to be known to the advertiser from beyond the town or vicinity where the paper is issued. For the reasons here stated no attempt should be made to give a circulation rating in the AMERICAN NEWSPAPER DIRECTORY to papers not entitled to have credit for issuing so many as a thousand copies.

STATEMENT OF CIRCULATION OF

MAST. GEO. P. ROWELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York.

Sins :—The issues of this paper for one year from January 1st, 1896, inclusive, actual number of complete copies printed, have been as stated below.

[illegible]Grand total of copies printed during the entire year, 922116

Number of complete copies printed per issue was

one of the American Newspaper Editors' and securing an estimate and

Signature..... *A. Middleton - Jan 1891*



DON'T
MONKEY
WITH
SOUNDING
BRASS

When you want to
reach the masses
with your advertis-
ing—Advertise in

The Chicago Dispatch

(BY JOSEPH R. DUNLOP)

And you will reach the great army of money spend-
ers in and about Chicago. *The Dispatch* has an
average circulation of

Over 115,000 Copies
Daily

EASTERN OFFICE,
517 Temple Court, New York.

HOME OFFICE,
113-117 Fifth-av., Chicago.



80%

Of the population in the Province
of Quebec is composed of French-
speaking people.

THE MONTREAL

“LA PRESSE”

Has a larger circulation than all
other French Canadian papers com-
bined.

Largest daily circulation in Canada.

Over 52,000

COPIES DAILY.





They Continue to Grow
and more thoroughly
COVER
Kansas each year.



The Topeka Daily Capital

(CAPITAL, Established 1879)
 (COMMONWEALTH, " 1899)
 (STATE RECORD, " 1859) Consolidated 1889.)

THE NEWSPAPER OF KANSAS.

Average Circulation, 1896, { Daily Edition, **10,249**
 Sunday " **11,279**

Average daily gain for 1896, . . . **1,086 Copies.**
 Average Sunday gain for 1896, . . . **730**

Only morning paper published in Topeka.
 Largest bona fide daily circulation in the State.
 No mushroom growth, but the accumulation of years.

THE SEMI-WEEKLY CAPITAL.

Eight pages, every Tuesday and Friday.
 Leading Farm and Family Newspaper of Kansas.

Average Circulation each issue for 1896, . . . **15,570**
 Average gain for each issue in 1896, . . . **367 Copies.**

THE KANSAS SEMI-WEEKLY CAPITAL
 is read by the best class of farmers.
 It reaches over 1,200 post-offices and
 every county in the State.

*In Circulation, Character and the Confidence of the People,
 The "Capital" is without a rival in Kansas.*





Advertising Space in

The Kansas City Times

Pays Advertisers.

BECAUSE...

Its circulation is the paid-in-advance kind. It is guaranteed to circulate nearly **24,000** copies every day, proof—net cash receipts. It is the only metropolitan Democratic daily west of St. Louis. It covers Western Missouri, Kansas, Southeastern Nebraska, Oklahoma and Indian Territory, the richest agricultural region in the world. Its up-to-date methods have made it the most popular paper with the people of the West, in the West. It is more widely read, more widely quoted, more wide awake than its competitors.

These reasons, taken as a whole, produce results that pay advertisers who invest in Times' advertising space. Send for sample copy and advertising rates.

KANSAS CITY TIMES, Kansas City, Mo.

... OR TO ...



Seven Cents Per inch.

Out in Seattle, Washington, a city of more than 65,000 people, the city printing is awarded annually, bids being competitive, the contract going to the lowest bidder.

On Dec. 7, 1896, bids for city printing for the year 1897 were submitted by The Seattle Daily Times and The Post-Intelligencer. On Dec. 8, 1896, in the first column of the eighth page of The Post-Intelligencer the following news item appeared:

City Printing to the P.-I.

There were two sealed proposals and bids for the city printing for 1897. They were from the Post-Intelligencer and the Evening Times. The Times, for ordinances, resolutions, notices, etc., bid 40 cents per inch first insertion and 25 cents for each subsequent insertion. The Post-Intelligencer bid 7 cents per inch for first insertion and 6 cents per inch thereafter.

Comment is unnecessary, but one important fact should not be overlooked. The Daily Times (guaranteed circulation nearly 8,000) is the only paper in the State that invites or permits investigation of its circulation. A counting machine, attached to the Perfecting Press, is displayed prominently in the large window in the Business Office of The Times, in full view of the public. The Times' circulation is a daily known quantity. It carries more local advertising than any other Seattle paper, and its advertisers willingly pay for the full measure of value, received only through

THE SEATTLE TIMES.



**The
Paper of Character
in Detroit is**

**The
Detroit
Free Press**

Circulation Average for 1896,

Daily, 36,708

Sunday, 48,977

Weekly, 98,093

NEW YORK:

R. A. CRAIG,

41 Times Building.



"Princess of the Plains."

... THE ...

Wichita Eagle

PRINTS

10,000 to 12,000

COPIES DAILY.

It never resorted to any schemes to boom its circulation, to be followed by a collapse. Its subscription list is made up of CASH SUBSCRIBERS.

It don't have any D. H.'s on its list. It has no local advertising solicitors. It is a live, up-to-date, progressive and aggressive daily. Is growing greater each successive year in the hearts of its constituency. It adds new names to its list each mail. It has a field of its own, and is "Monarch of all it surveys."

It is published in the only actual wholesale city in the State.

These are some of its achievements, accomplishments and virtues.

Intelligent advertisers know what value to place on a publication of this kind.



A Lady or Gentleman

becomingly attired,
whose mind is filled with useful knowledge and
who is engaged daily in imparting their accumu-
lated wisdom to others, is but a type of what the

Toledo Commercial

stands for to-day in its realm as a well dressed,
well filled and useful newspaper, presenting what it
has gathered from all parts of the world during the
previous twenty-four hours to the thousands of
homes where it comes as a welcome guest at the
breakfast table, as it has the latest and most reliable
news and presents a genteel appearance which ad-
mits it into good society, whether that be the home
of the millionaire or the mechanic. Such a news-
paper is the TOLEDO COMMERCIAL under its present
management. It reaches Toledo homes and some
sixty other towns in Northwestern Ohio before
breakfast with its "good morning" cheer, many
hours ahead of any other daily. If you want the
best advertising medium published in Toledo use
the COMMERCIAL, the only morning paper in North-
western Ohio.

TOLEDO COMMERCIAL CO.

W. E. SCOTT,

Eastern Representative,

American Tract Building,

NEW YORK.

My Magazine Cut.

(Same as used on *Munsey's*).

Office of the "FARIBAULT DEMOCRAT." }
FARIBAULT, Minn., Feb. 27, 1897. }

Printers Ink Jonson, New York :

DEAR SIR—Inclosed find express order for \$5.00, for which ship us at once, per U. S. Express, a ten-pound can of your Magazine Cut Black.

We sent you two orders and did not regret it; your ink discounts anything we have tried yet, and we are somewhat particular, too. There is more money in one can of your Magazine Cut than in four times the quantity of any other ink we have tried on our presses. Respectfully,

THE FARIBAULT DEMOCRAT,

E. H. STANLEY, Manager.

The above testimonial is one of many which I have received, lauding the good qualities of my magazine cut ink. This identical ink is used on *Munsey's Magazine*, and Mr. Munsey is the largest consumer of fine inks in this country. Look at the beautiful half-tones in the March number of *Munsey's Magazine* and compare them with the inks for which you are paying two dollars, three dollars, four dollars and five dollars a pound, and still cannot get the results you desire. I make a specialty of selling this ink in ten-pound cans for \$5.00 a can. If you only want one pound send one dollar. If you only want a quarter of a pound send 25 cents. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

I am glad to match any job ink under the sun for 25 cents a $\frac{1}{4}$ -pound can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a $\frac{1}{4}$ -pound can. My news ink is the best in the world and is sold in 25-pound kegs at 6 cents a pound and in 500-pound barrels at 4 cents a pound—money back if not satisfactory.

The high-class Afternoon Paper
of St. Louis

IS THE

STAR

Its guaranteed circulation of

63,000 Daily

65,000 Sunday

is confined principally to the city of St. Louis and its immediate suburbs, and circulates in the homes of the best families of St. Louis.



FOR FURTHER INFORMATION

Ask EIKER,

148 Tribune Building,

New York City.

22 Years

of continuous success

The Vickery & Hill List has been published for twenty-two years continuously. During all that period there has never been one year that the business has been conducted with a loss. Pretty good record, isn't it? IT HAS ALWAYS been kept to a HIGH STANDARD. IT HAS ALWAYS been SATISFACTORY to the subscribers and IT HAS ALWAYS been a source of profit to advertising patrons. From a very modest beginning it has grown to giant circulation and an advertising patronage aggregating last year but a trifle less than \$200,000.

It pays advertisers to be identified with successful mediums. : : : : : :

The Vickery & Hill List

WILL MAKE MONEY FOR YOU IF
YOU USE IT WITH THE RIGHT
KIND OF AN ADVERTISEMENT.....

C. E. ELLIS,

MANAGER OF THE ADVERTISING,

401-402-403 Temple Court Bldg., New York City.

CHICAGO OFFICE:

903-4 Boyce Building,
W. J. KENNEDY in charge.

BOSTON OFFICE:

55 Equitable Building,
E. R. GRAVES in charge.



The Traveler

Is the Only Boston Member
of the Associated Press.....



It Publishes

More News, More Pictures, More Stories, More Special Features, More Advertisements and has More Push, More Independence and More Growth than any other Boston One-Cent Newspaper.



A Modern Newspaper at a Modern Price.

One Year's Growth

The Traveler's
Circulation Gain **139** per cent.

The Traveler's
Advertising Gain **145** per cent.

The Traveler's
Gain in Number of Advt's. **363** per cent.

Are You Reading It ?

Eight to Sixteen Pages. One Cent a Copy, Six Cents a Week, Twenty-five Cents a Month, Three Dollars a Year.

Send for Sample Copies and Advertising Rates to



A Few

MINNEAPOLIS "HOUSEKEEPER"

Facts 

It has over **100,000** paid yearly subscribers. No short-term people: *This makes it valuable for advertisers.*

It is 20 years established, and its subscribers believe in it and recommend it. *This also makes it valuable for advertisers.*

It pays the advertisers who use it, and we have contracts that have run for years without a break.

It carries a line of high-class advertising—showing that many advertisers believe in it.

Its subscribers love it, its advertisers believe in it, and the times are getting prosperous.

This is a hint to you, if you are not advertising in it. You want to use all the mediums that pay—why not use the . . .

HOUSEKEEPER ?

Advertising orders are solicited from responsible concerns direct, or through any recognized advertising agent.

C. E. ELLIS,

Manager of the Advertising.

**401-402-403-404 Temple Court Building,
NEW YORK CITY.**

Chicago Office:

903-4 Boyce Building,
W. J. KENNEDY, in charge.

Boston Office:

72 International Trust Bldg.,
E. R. GRAVES, in charge.



THE

REPUBLIC-TIMES

IS

ADMITTEDLY

THE BEST PAPER

IN

SPRINGFIELD, OHIO

AND

SPRINGFIELD'S

A GOOD TOWN

Bureau of Advertising Information

(Copyright 1897, by E. A. Wheatley.)

In this bureau, which is a department of my business of specializing advertising, engraving, printing, and all branches of business publicity, I will answer inquiries that may be addressed to me by those who wish information.

The charge for a full reply to any question will be one dollar.

You may be going to begin advertising in a certain district. You want to know the best papers to use in that district. One dollar.

You may be going to print a booklet. You are willing to spend so much for so many. You want to know just what papers and inks it will be best for you to use. One dollar.

You may wish to illustrate your goods. You want to know the best or the cheapest process to use, or the best kind of cut that will print on a particular paper. One dollar.

Whatever you want to know, on whatever subject, so long as it relates to business publicity, I will give you a reliable reply for one dollar.

Five questions answered, five dollars. Fifty questions answered, fifty dollars. Unlimited service for one year, five hundred dollars.

When you write, give all the information you can, as briefly as you can. Make your questions specific, that one reply may cover each question. Above all, send along your dollar for each question that you ask. If the reply proves unsatisfactory, you get back your fee. Address

E. A. Wheatley,

Specialist in Advertising,

257 Broadway,

New York.



**Mr. Chas.
M. Snyder
Writes:**

"It goes without saying that Richardson & DeLong Bros. are firm believers in Street Car Advertising.

"However, here are some reasons :

"You have only to share attention with from sixteen to twenty other advertisers.

"Almost any place in a well patronized car is position.

"The opportunity for strong, individual work is great.

"It is not only a relief to see an inviting card in a Street Car, but there is ample time to study it."

"The reader is generally en route to the dealer, a point which gives your announcement the right emphasis at the right time.

"It is also equally evident that Richardson & DeLong Bros. believe thoroughly in Geo. Kissam & Co.'s methods of doing business from the fact that they use your entire system, and have always used it more or less to herald the DeLong Hook and Eye since they first began to consider this vehicle of public expression."

**Can there be a better indorsement
of Street Car Advertising than this ?**

Geo. Kissam & Co.
253 Broadway, New York.



In Brooklyn

You will often observe this sort of thing—
it does not attract much attention or com-
ment—but the advertising display on the

BROOKLYN "L"

is so good and unavoidable that it is always
noticed and commented favorably upon.

Send for Folder.

Geo. Kissam & Co., 253 Broadway, N. Y.
35 Sands St., Bklyn.

❧ ❧ ❧ IN THE ❧ ❧ ❧
32 YEARS

that we have been in the
advertising business, we
never were in better shape
than now to give adver-
tisers the kind of service
necessary to produce the
greatest results at the
smallest cost. ❧ ❧ ❧ ❧ ❧ ❧

If this is the kind of serv-
ice you want, write to

The Geo. P. Rowell ❧ ❧ ❧ ❧ ❧ ❧
❧ ❧ ❧ Advertising Company,
❧ ❧ 10 Spruce St., N. Y. ❧ ❧